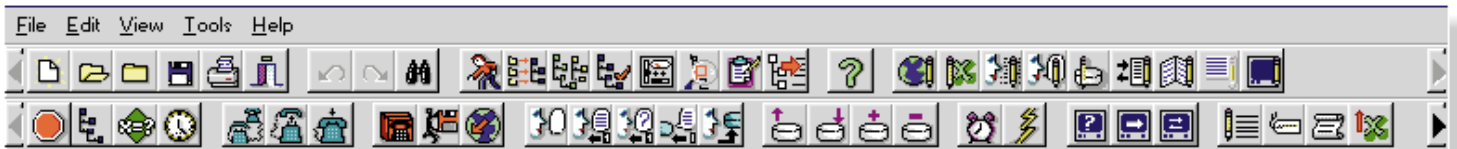




# INTUITY™ CONVERSANT® System

Leading-Edge Voice Response Solutions  
for Your Call Center

# For Enhanced Performance and Service That Puts You Ahead of the Competition



The **INTUITY CONVERSANT** System gives you new ways to enhance and streamline your call center operations by offering customers self-service options. And with the latest **INTUITY CONVERSANT** release, you have the flexibility and power to provide more responsive and personalized customer service choices than ever before, while increasing productivity and improving your company's bottom line.

## Benefits for Your Customers, Your Agents, Your Business

The **INTUITY CONVERSANT** System can interact with callers much like your live agents do today. Using advanced voice response technology, the system can collect and provide information to your callers in a variety of forms, including fax. It can answer questions and inquiries, transfer calls to the right place — even handle entire transactions itself, 24 hours a day, whenever your customers need you.

The flexibility and versatility of **INTUITY CONVERSANT** Interactive Voice Response helps you build a more satisfying experience for customers, offering them:

- Quicker response during peak calling periods, thanks to streamlined call management
- More productive time in queue, with automated self-service options
- Seven-day, 24-hour access to service
- A more natural, spoken interface with advanced *Speech Recognition* technology



- Highly personalized call handling through “screen pops” showing, for example, your callers' account and buying information, and high-tech intelligent call routing.

The **INTUITY CONVERSANT** System can also reduce costs and boost profits by helping your call center handle more calls with the same number of agents. You can even add or expand services without incurring additional agent training costs or adding agent stations.

In addition, an **INTUITY CONVERSANT** System can take over the repetitive, time-consuming tasks that agents find tedious, such as giving directions to store locations, repeating your hours of operation, and faxing back order confirmations.

By freeing your agents from routine tasks, you can increase satisfaction, decrease turnover, and give agents the time and flexibility to provide better service.

## An Integrated Platform Built to Your Needs

The **INTUITY CONVERSANT** System is a highly flexible server that is easily integrated with the Lucent Technologies **DEFINITY**® Enterprise Communications Server (ECS).

The foundation of the versatile **INTUITY CONVERSANT** System is a choice of Multiple Applications Platforms (MAPs). The platforms provide the processing power and system integration needed for intelligent call routing and sophisticated computer-telephony applications. Simply choose the best platform model to support the capabilities that your business needs.



- The affordable **MAP/5P** provides basic touch-tone and dial pulse self-service options ideal for small or start-up call centers. The **MAP/5P** supports analog, data, and local area network (LAN) connectivity, with a maximum of 24 channels for simultaneous applications. This model provides for voice and software-based fax capabilities on the same analog board, to handle voice calls or faxes as needed. That means you can receive faxes and/or offer fax-back services along with various other self-service voice options.

The *INTUITY™ CONVERSANT®* System takes the power of *multimedia interactive voice response solutions* and makes it accessible to businesses across the globe, and to call centers of all shapes and sizes.

The *INTUITY CONVERSANT* System comes from the experts in call center solutions—Lucent Technologies. Backed by more than 100 years of technological innovations from Bell Laboratories, Lucent Technologies is a leader in designing, developing, and delivering cost-effective communications solutions for businesses—everything from equipment to software, to comprehensive services.

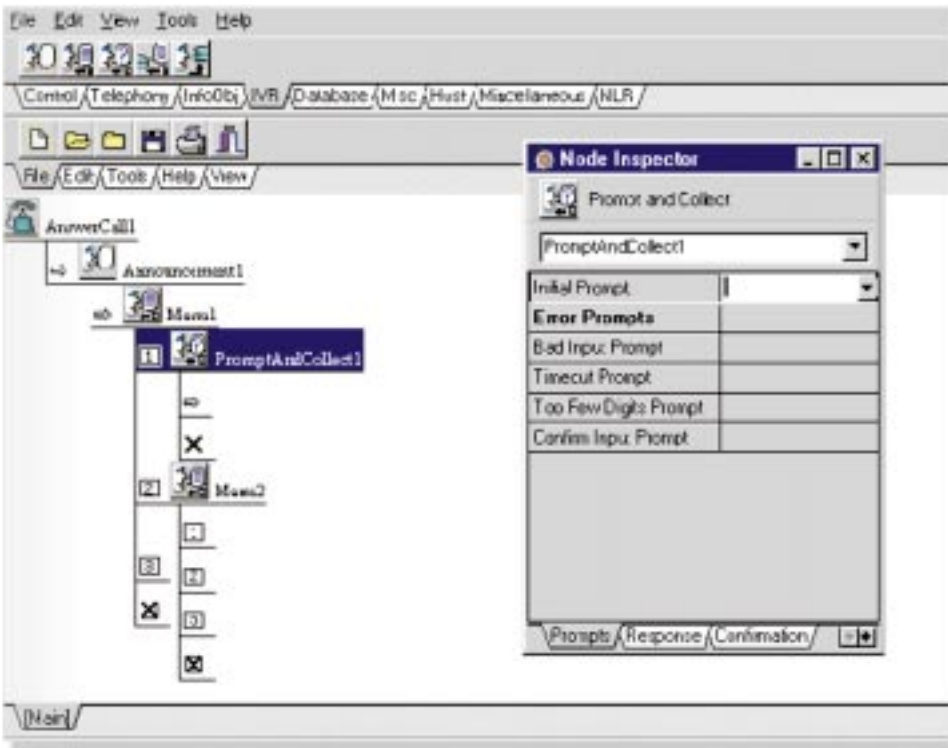
It's a unique advantage you won't find anywhere else, at any price.



User-friendly

rapid application development





Voice@Work script design tool.

- The *MAP/40P* model adds powerful digital capabilities to your voice response solutions. It offers up to 96 channels, with speech and signal processing (SSP) boards that support both advanced Lucent Speech Recognition technologies and software-based fax, dynamically and cost-effectively sharing the resource.
- The *MAP/100P* model provides the most demanding interactive voice response solutions. It supports analog and digital requirements, Speech Recognition, fax, data connectivity, and more, with up to 96 channels. Using *Redundant Array of Independent Disks* (RAID) technology, three or more disks work together to provide increased speed and improved reliability, providing redundant levels of error recovery and fault reporting.

The **INTUITY CONVERSANT** System allows you to support a number of applications simultaneously, on the same system. With *Dial Pulse Recognition* supported on all models— analog as well as SSP boards—you can extend your interactive applications to callers who don't have touch-tone service. And that means you can reach markets previously served by more expensive agent or employee resources.

## A Choice of Software That Makes Getting Started Easy

The “brains” of the **INTUITY CONVERSANT** System are specially developed software technologies that make it easy to put interactive voice response to work for you. The solutions are surprisingly simple and quick to set up and operate—and you can personalize them for your specific call center operations.

To make developing even the most demanding interactive voice response solutions easy, Lucent Technologies offers *Voice@Work*—a user-friendly, graphical scripting tool designed by Bell Labs. It's part of the **@Work Studio™** development environment created expressly for the **INTUITY CONVERSANT** System.

*Voice@Work* provides a powerful Windows<sup>®</sup>-based graphical interface for setting up and modifying **INTUITY CONVERSANT** Interactive Voice Response applications from a desktop PC. Robust tools and familiar features—including pull-down menus, toolbars,

and conventions such as drag-and-drop and cut/copy/paste—make development easy to learn and use. So, you can customize your voice response scripts and get them up and working for your business quickly and cost-effectively.

In addition, Lucent Technologies **CentreVu®** *Response* offers a portfolio of turnkey software applications especially for call centers and designed to benefit your agents and managers as well as your customers.

Also attractive for small, start-up call centers is the **CentreVu Messenger** solution, which combines affordable e-mail, fax, and voice messaging capabilities with optional *Customer Assist* and/or *Agent Assist* voice response applications—all in a modular, single-server platform.

Lucent Technologies specialized **NetCare®** Professional Services is available to help you implement your call center's interactive voice response solutions, with application integration services (on-site or remote) and training designed to ensure that you enjoy all the benefits that an **INTUITY CONVERSANT** System offers.

## Speech Capabilities for More Natural Interactions

With the **INTUITY CONVERSANT** System, advanced Speech Recognition capabilities let your callers interact with your application just as they would interact with an agent— simply by speaking instead of pressing keys on their phones.

Advanced *Whole Word Speech Recognition* software—developed by Bell Labs—can recognize spoken digits 0 to 9, as well as “yes,” “no,” and “oh.” It allows your callers to say their account numbers, phone numbers, or selections from a voice menu. Whole Word Speech Recognition even lets your callers choose how they prefer to interact with the application, and is available in 12 languages.

With the more sophisticated **FlexWord®** *Speech Recognition*, you can build a robust vocabulary of words or phrases specific to your business, and your **INTUITY**



**CONVERSANT** System software will understand them when they are spoken by a caller. This gives your callers a more natural way to respond to menus, requests, and voice prompts.

**FlexWord** Speech Recognition includes a smart “word spotting” capability that picks out key words from phrases, to respond accordingly. (“Yes, I’d like *customer service* please.”) Its rapid vocabulary development feature lets you add to your **FlexWord** database of words and phrases as needed. And it’s available in 7 languages, with new ones added regularly.

**INTUITY CONVERSANT** System software also offers advanced *Text-to-Speech* capabilities that allow your application to “read back” to callers information from ASCII text synthesized as spoken U.S. English vocabulary, with other languages to be added in the future. It’s ideal for giving callers account balances, order status, or other dynamically changing information stored in your call center databases.

## Seamless Integration Throughout Your Call Center

To allow your applications to integrate data from host computers and over LANs—for example, for customized call routing, automated transactions, account balance retrieval, and other real-time database lookups—the **INTUITY CONVERSANT** System provides a wide range of data interfaces for broad connectivity and robust performance.

For example, an enhanced, high-speed *Adjunct Switch Applications Interface* (ASAI) allows for close integration with Expert Agent Selection and Call Vectoring—leveraging the capabilities of your **DEFINITY ECS** for faster call transfer capabilities and advanced routing solutions. In addition, the **INTUITY CONVERSANT** System supports an ASAI over Ethernet connection for more economical linking to your **DEFINITY ECS**.



A *Universal Call ID* feature linked with the **DEFINITY ECS** assigns each incoming call with a unique identifier “tag.” The call identifier information is sent to a centralized data aggregator for “life cycle” tracking and analysis. It can help you fine-tune call routing, evaluate agent and call center performance, and ultimately, provide better customer service.

You can also use a database residing on the **INTUITY CONVERSANT** System. For example, the system integrates with CTI middleware to offer routing and processing based on the caller’s history and value to your business. So, you can route your “best” customer to a dedicated agent for top-notch service. Or, automatically send a caller to a favorite voice response script based on his or her previous transaction history.

In addition, the **INTUITY CONVERSANT** System interfaces with GeoTel’s Intelligent Call Router<sup>2</sup> to provide network-wide routing of calls among multiple call centers. Based on conditions in the public network or your individual call centers, it helps you utilize all your agent and center resources more efficiently, and saves network expenses while improving customer service.

## Unmatched Reliability

Lucent Technologies continuously works to ensure that the **INTUITY CONVERSANT** System and all our communications solutions provide maximum reliability for your business.

Software support provides access to an array of maintenance tools as well as state-of-the-art diagnostics, for fast and effective trouble detection and resolution.

In addition, Year 2000 compliance ensures that any **INTUITY CONVERSANT** Interactive Voice Response applications that collect, store, recognize, report, manipulate, or speak date-related information will continue to work as they should, without a hitch, into the next millennium.



## A Solution You Can Use Globally

The **INTUITY CONVERSANT** System allows you to support interactive voice response solutions in 50 countries worldwide, making it easier to integrate your call center operations internationally. What’s more, with enhanced Whole Word Speech Recognition, **INTUITY CONVERSANT** applications can speak to, and understand, your customers in 12 languages.

## Easy to Enhance or Upgrade

Lucent Technologies does more than make it easy to get started with the **INTUITY CONVERSANT** System. Its flexible architecture and scalable platform design make it easy to expand and enhance your applications as your call center needs grow.

In most cases, you can simply expand your capacity and **INTUITY CONVERSANT** model as your business grows. Advanced speech technologies can be mixed and matched on a channel-by-channel basis, offering you the flexibility to grow when and as you need to. And as new software capabilities are introduced, you can often incorporate them with simple software upgrades and additions.

To learn more about what **INTUITY CONVERSANT** Interactive Voice Response can do for your business, talk to your Lucent Technologies representative or your Lucent Technologies Authorized Dealer or Sales Agent. And for late-breaking news, visit our Web site at [[www.lucent.com/callcenter](http://www.lucent.com/callcenter)].

# INTUITY™ CONVERSANT® Feature Highlights

| Feature                                       | Version 6.0 (Update 1) | Version 7.0 |   |
|---|------------------------|-------------|---|
| Agent Assist ( <i>CentreVu</i> Response)      | •                      | •           | Application Development Support   |
| ASAI Interface                                | •                      | •           |   |
| Call Classification Analysis                  | •                      | •           |   |
| Customer Assist ( <i>CentreVu</i> Response)   | •                      | •           | • <i>Voice@Work</i> Graphical Scripting Tool (requires <i>INTUITY CONVERSANT</i> version 6.1 or later)  |
| Dial Pulse Recognition (Analog)               |                        | •           | • ScriptBuilder   |
| Dial Pulse Recognition (SSP)                  | •                      | •           | Language Support  |
| Disk Mirroring                                | •                      | •           |   |
| Ethernet LAN                                  | •                      | •           | <b>Whole Word Speech Recognition:</b><br>Australian English, Brazilian Portuguese, Canadian French, Castilian Spanish, Dutch, European French, German, Italian, Japanese, Latin American Spanish, U.K. and U.S. English |
| Universal Fax on (Analog and SSP)             |                        | •           |   |
| GeoTel Interface                              |                        | •           |   |
| Host Computer Interface                       | •                      | •           |   |
| ISDN PRI for Nortel <sup>3</sup> DMS 100      |                        | •           |   |
| LAN Trace Capability                          |                        | •           |   |
| Line-side E1/T1 Interface                     | •                      | •           |   |
| CTI Middleware Support                        |                        | •           |   |
| Oracle <sup>3</sup> 7.3                       |                        | •           |   |
| Pentium <sup>3</sup> 200 CPU                  | •                      | •           |   |
| Redundant Array of Independent Disks          |                        | •           |   |
| Remote Maintenance Board V2 (28.8 Kbps modem) | •                      | •           |   |
| ScriptBuilder                                 | •                      | •           |   |
| Silent Sentry                                 | •                      | •           |   |
| Speech Recognition ( <i>FlexWord</i> )        | •                      | •           |   |
| Speech Recognition (Whole Word)               | •                      | •           |   |
| Text-to-Speech                                | •                      | •           |   |
| Token Ring                                    | •                      | •           |   |
| Universal Call ID                             |                        | •           | <b>Text-to-Speech Capabilities:</b><br>U.S. English, Japanese (3Q98), Spanish (4Q98)  |
| UnixWare <sup>3</sup> 2.1                     |                        | •           |   |
| Voice@Work (@Work Studio)                     | •                      | •           |   |
| Voice Stats ( <i>CentreVu</i> Response)       | •                      | •           |   |
| Year 2000 Compliance                          | •                      | •           |   |

<sup>1</sup> Windows is a registered trademark of Microsoft Corporation.

<sup>2</sup> Intelligent Call Router is a trademark of GeoTel Communications Corporation.

<sup>3</sup> Nortel is a trademark of Northern Telecom, Ltd. Oracle is a registered trademark of the Oracle Corporation. Pentium is a registered trademark of Intel Corporation. UnixWare is a trademark of X/Open Company, Ltd.