VOIP, Voice Recognition and the Future of Customer Interactions

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ASPECT

Agenda

- **Convergence – A New Starting Point**
  - A Tale of Two Networks
  - The Unified Contact Center

- **IVR and Speech Applications**
  - Speech Is Revolutionizing IVR Applications
  - What is VXML?
  - Winning Speech Applications
  - Speech Advances
- **Best Practices – VOIP and Speech**

ASPECT

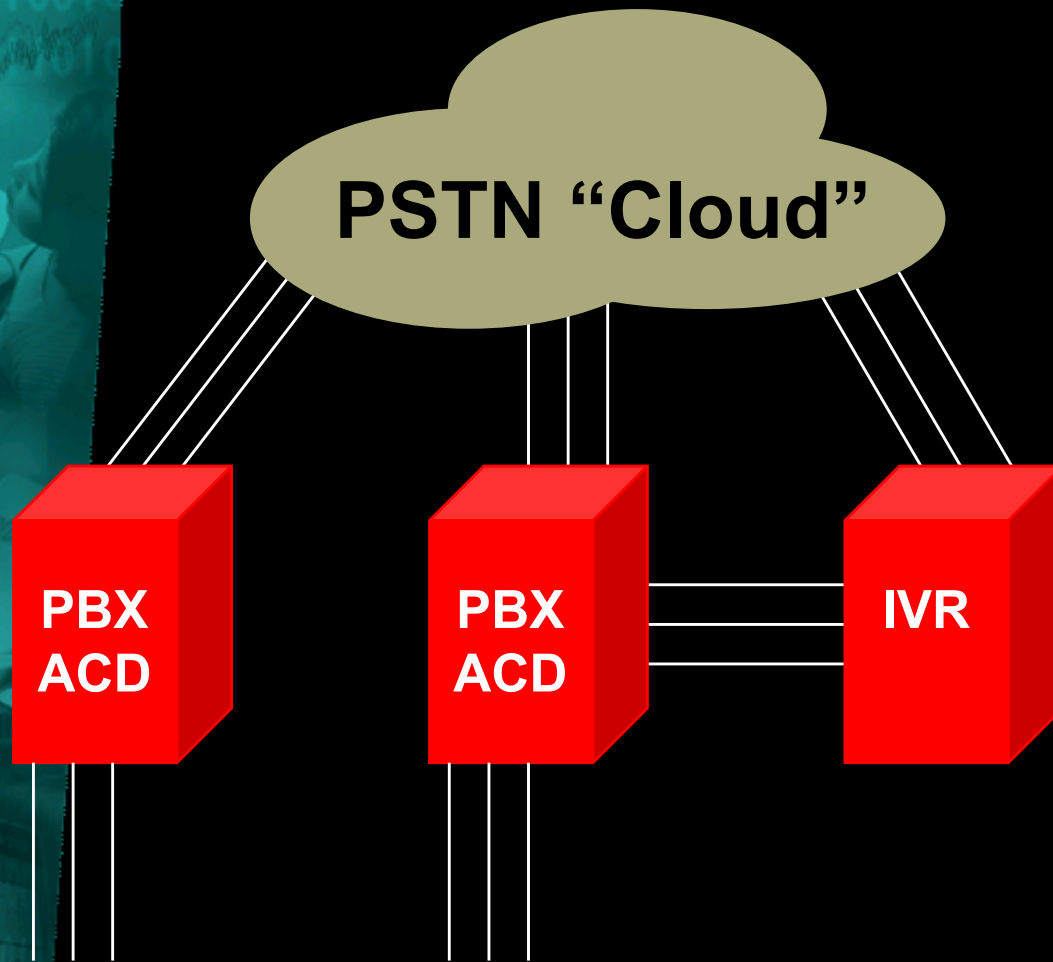# Convergence: A tale of two networks

PSTN "Cloud"
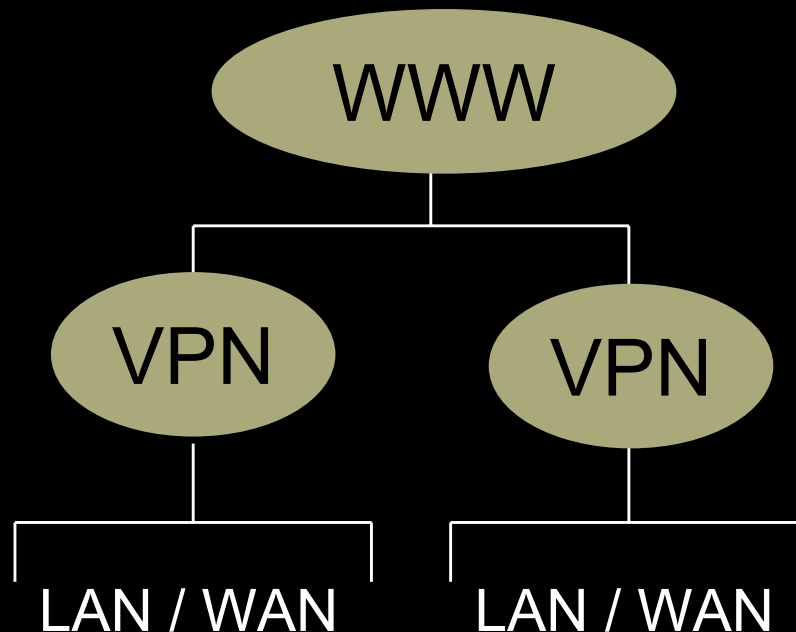
IP Network

Voice

Data

ASPECT

Why are these networks inherently different?

PSTN "Cloud"

PBX ACD

PBX ACD

IVR

➢ **"Copper"-based**
➢ **Point-2-point voice**
➢ **Not many devices supported – switches, telephones, IVRs, fax**
➢ **Concurrency is determined by # of trunks**
➢ **No common identification scheme**

ASPECT

Why are these networks inherently different?

WWW

VPN

VPN

LAN / WAN

LAN / WAN

- ➢ **Many devices supported – PCs, servers, PDAs, telephones, printers, PBX/ACD through CTI**
- ➢ **Provisioning is IP address-based**
- ➢ **Common identification scheme – IP address**
- ➢ **Concurrency is determined by pipe size**

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Advantage VOIP

➢ **Voice and data are supported simultaneously; in fact, *everything* is data**

➢ **Packets can be "prioritized" for Quality of Service (QOS)**

➢ **Ubiquitous network – everything is IP address-based, and is unique network-wide and potentially worldwide**

➢ **Mobility is easy: the device can move and keep the same IP address anywhere on the network**

➢ **Many devices are supported off of a single wire through hubs and switches**
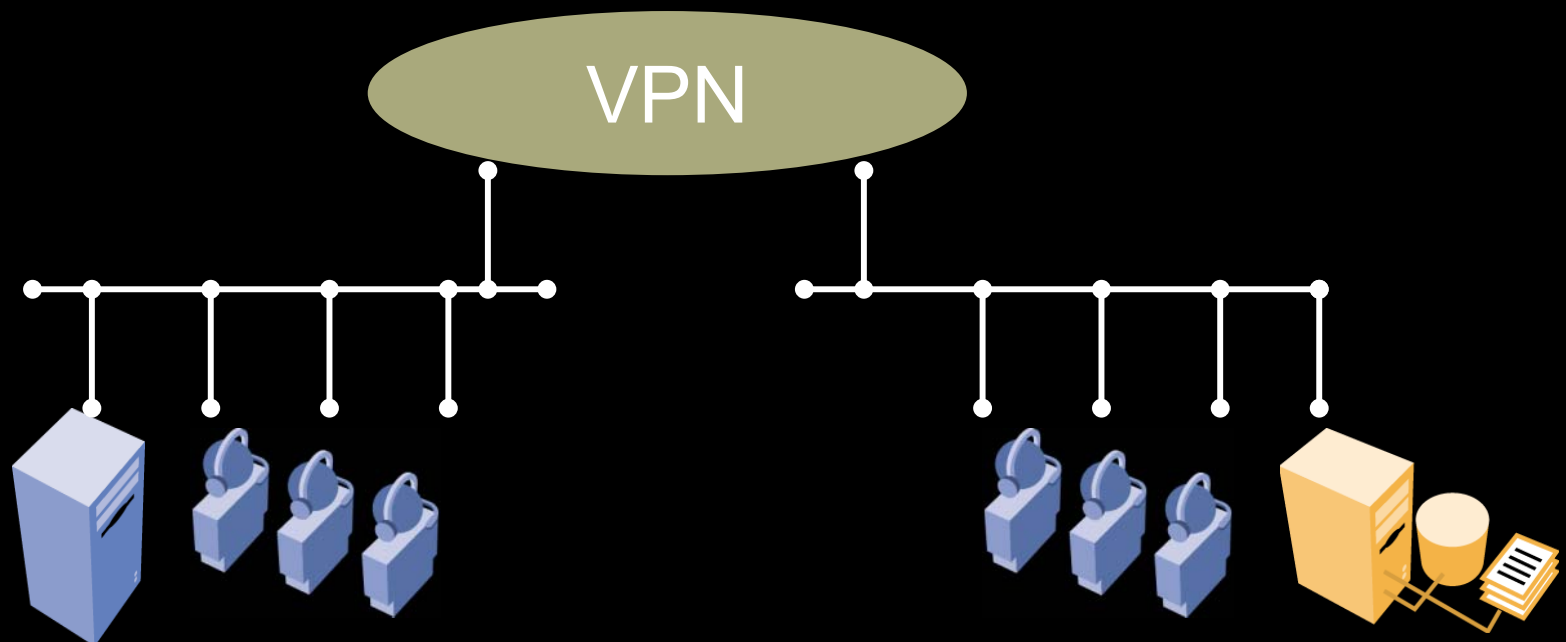
ASPECT

Why the move to an all-IP network?

➢ **Bottom line: the IP network is more flexible, cost effective and easier to manage**
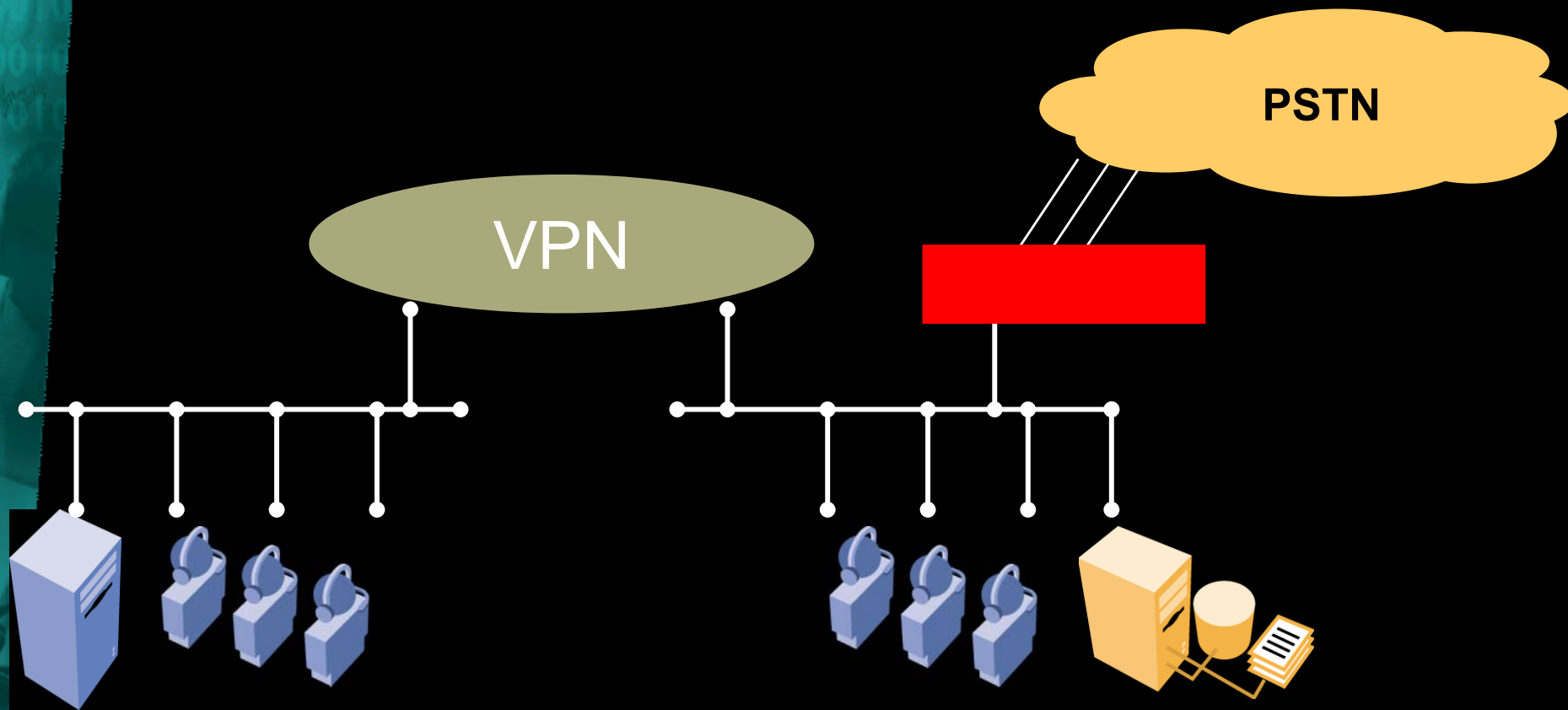
ASPECT

The before…

PSTN
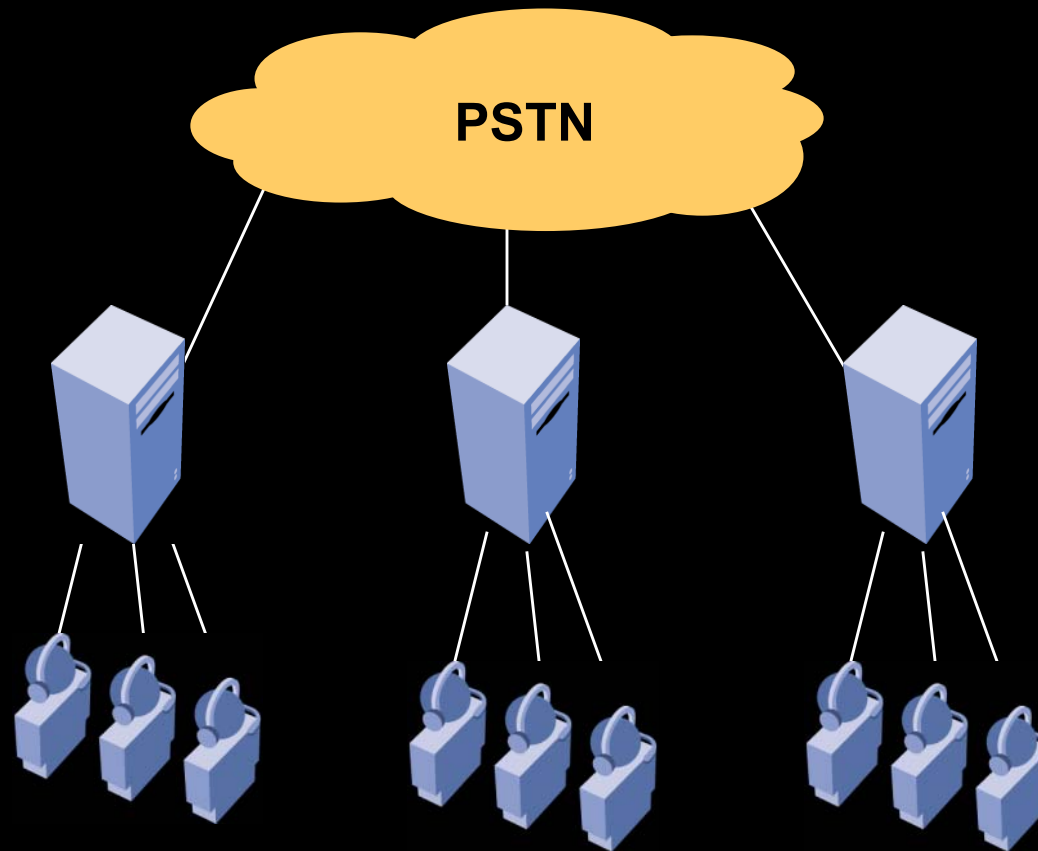
- ➢ **A network designed exclusively for voice**
- ➢ **Silos of locations that are difficult to tie together**
- ➢ **Every device –type is addressed differently**

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And, the after

➢ **One network carrying both voice and data**

➢ **"Single wire" to each knowledge worker**

➢ **Every device is IP address-based**

ASPECT

But, it won't happen all at once

PSTN

VPN

➢ **Hybrid networks to the rescue**

➢ **Allows the "caller" to remain in a traditional PSTN network**

➢ **The IP network becomes a premise-based solution**

ASPECT