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Do **MORE** with communications...

**OutPerform**

## Geomant Interactive Virtual Agent

Improve outbound campaign efficiency through the use of Outbound IVR.

Enhanced Avaya Performance

Developed for **AVAYA**

### GEOMANT

Geomant is a well-established, innovative systems integrator and software developer, specialising in Microsoft and Avaya technologies.

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### Business Need

Contact centre managers are under pressure to maximise effectiveness, whilst minimising cost. The biggest cost for any contact centre is that of the agents, and it is imperative that agent time is spent in the most effective way.

The use of Interactive Voice Response (IVR) is common-place within inbound environments, but less so in outbound. However, outbound IVR can be the most efficient method of calling customers and is particularly useful for proactively providing information, special events, issues, reminders or right party contact screening.

The challenge when deploying outbound IVR is to ensure it is part of an integrated solution, adding value to the agent-based operation, allowing agents to focus on activity that can't be automated.

### Solution

Geomant's Interactive Virtual Agent adds IVR agents to the market leading Avaya Proactive Contact predictive dialler to provide a powerful method of contacting customers at reduced cost.

Interactive Virtual Agent (IVA) connects any IVR with Avaya's Proactive Contact predictive dialler enabling IVR Virtual Agents to be added to outbound campaigns.

Proactive Contact operates in the normal way, but instead of assigning live agents Campaign Supervisor is used to assign Virtual Agents to the outbound job.

Avaya's market leading dialling algorithm and call classification is used to make the outbound calls. Answered calls are passed to the Virtual Agents which in-turn initiates the IVR script with the customer information - enabling the IVR to continue the call using Text to Speech to speak out the customer details such as the customer name, account number and reason for the call.

Depending on the outbound objectives the IVR can simply play a personalised message, or identify whether the call has reached the Right Party and transfer the call to a live agent. Customer identification and verification (ID&V) can be deployed, allowing fully automated financial transactions to be performed.

At the end of each call the IVR provides a result code back to Proactive Contact enabling the results of each campaign to be monitored and reported alongside other live agent campaigns.



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# Geomant Interactive Virtual Agent

## Features

- **Outbound IVR:** Enables IVR virtual agents to login as Proactive Contact outbound virtual agents and when an outbound call connects, the IVR script will start.
- **Text To Speech (TTS):** All calling list information contained in the agent screen, assigned to the Proactive Contact job is transferred to the IVR script via a web service, can be played using Text to Speech.
- **Call Transfer Screen pop:** Calls transferred to inbound Proactive Contact agents will receive a screen pop of the customer information within PCAgent. By adding Desktop Connect, calls transferred to Communication Manager agents can also be provided a screen pop of the customer information.
- **Personalised Answer Machine Messages:** IVR virtual agents can also be used to leave personalised answer machine messages using TTS.
- **Call Results:** Each IVR virtual agent call released with a completion code within Proactive Contact and can be used to reselect.
- **Campaign Supervisor:** IVR virtual agents are controlled, transferred between jobs, monitored and reported on within Campaign Supervisor in the same ways normal agents.
- **Administration:** A simple administration browser page provides the current status of each virtual agent and enables each to be logged in and out of the Proactive Contact system.
- **Scalable:** Scalable to 250 virtual agents.

