VoiceTone®
A New High-Touch Automation Solution to Delight Customers and Dramatically Cut Transaction Costs

By neatly integrating several best-of-breed technologies, AT&T is offering a whole new way of automating and streamlining your customer contacts to help you significantly reduce the costs of customer service and similar operations.

Better still, these new solutions can actually improve customer satisfaction at the same time, through uniquely ‘conversational’ interactions that are faster and more intuitive than conventional solutions. Its light-years beyond ‘Press 1 for Sales.’

And with AT&T’s innovative managed services approach, you won’t need to invest in a new hardware and software infrastructure to put it all to work.

The Virtual Agent
The heart of this interactive, high-touch approach is Dialogue Automation, an array of technologies that effectively mimic the experience of speaking to a live agent, but actually require minimal or no agent involvement for most contacts. And that applies whether it’s wireless or conventional telephone interaction.

For example, instead of presenting callers with layers of nested menus – and expecting them to find the best option themselves – you can essentially ask them “How may I help you?” and let them speak their answers in their own words. From there, the contact can take any of several paths depending on the caller, what they need and how you need to serve them.

Benefits
- Keep callers satisfied by removing menu navigation and lengthy voice prompts to quickly fulfill their requests
- Lets callers use everyday ‘conversational speech’ and automatically interprets vocabulary to ‘understand’ callers’ intent
- Deliver 24x7 service and support with minimal agent involvement

Features
- Responds to ‘conversational’ human speech, not merely preset words and phrases
- AT&T handles all of the development and programming for your application
- Delivers an open, standards based platform that is scalable, reliable, resilient and secure
- Incorporates 800 service, call routing services and automation technologies, including ‘conversational speech,’ directed dialogue and touch tone services, into an integrated, scalable service
- Supports Voice XML 2.0

Multimedia

Voice

Data

Other

VoiceTone Platform

Media Platform

VXML

Content Platform

Content Server

Voice Enabled Applications

Audio Server

Database Server

Remote Server

Gateway Server

Intrusion Detection & System Monitoring

Telephony Server

Telephony Client Subsystem

VoiceXML Interpreter

Speech Subsystem

AT&T Watson™ ASR Server

AT&T Natural Voices™ TTS Server

IP/Frame Relay

IGEMS

Internet

Standards Supported:
- VoiceXML 2.0
- HTTP 1.1
- SNMP
- PRI
Understanding Speech
The key, of course, is being able to respond to ‘conversational’ human speech, not merely pre-set words and phrases. With AT&T’s advanced speech technologies, it’s entirely possible for your application to ‘understand’ a comprehensive vocabulary and interpret its meaning in context.

AT&T’s advanced speech technologies can integrate that very capability into your overall contact process.

Speaking Back
To respond to your customers’ requests and questions, AT&T offers a state-of-the-art Text-to-Speech capability that relays information to your callers in a conversational voice. Your application can actually ‘read’ from virtually any text-based information stored in the system – such as product specifications, instructions, messages, greetings, voice prompts, or data retrieved from databases or host systems.

So instead of creating and maintaining hundreds of audio recordings, you can simply create the necessary responses in text form, and have the system ‘read’ them back as needed.

An Automation Continuum
With the highly flexible capabilities available, you can introduce automation into various stages of your contact flow, whether you automate entire customer contacts or not.

For example, you can use the service to automate only the front end of the contact, to quickly identify customers through passwords, determine what the customer needs, then decide where the call should go. Or you can create a total automation flow that allows callers to complete entire transactions via automated systems, including placing orders, resetting passwords, tracing shipments, and locating dealers or stores.

No Equipment, Software, or Developers Needed
Perhaps most attractive of all, you can take advantage of these new automation solutions with virtually no capital investment in hardware, software, or operations staff. AT&T can deliver all the capabilities you need through a fully managed service that utilizes AT&T’s worldwide networking infrastructure, our state-of-the-art data center facilities, and our industry-leading experts in voice and automation technologies.

AT&T can handle all of the development and programming for your application. Then rely on AT&T to manage the software and hardware needed to drive your solution, and operate your infrastructure for you. It’s all driven by the performance levels and metrics that your business demands. And AT&T can support your solution globally as needed.

For more information contact your AT&T Representative or visit us at www.att.com/contactcenters.