



# Interactive Voice Response Solutions

Voice interactivity for your VAS portfolio



eServGlobal's IVR solution offers a large set of capabilities including voice announcements and collecting user information through touch tone. Each integration can easily support multiple languages, serving international markets abroad and multi-lingual customers at home. The IVR platform is easy to start and maintain and can operate services over various types of networks.

## Voice interactive VAS portfolio

Operators must be able to rely on essential network infrastructure to support their service. In highly competitive markets, interactive voice capabilities help to maintain user engagement by ensuring effective telephony services.

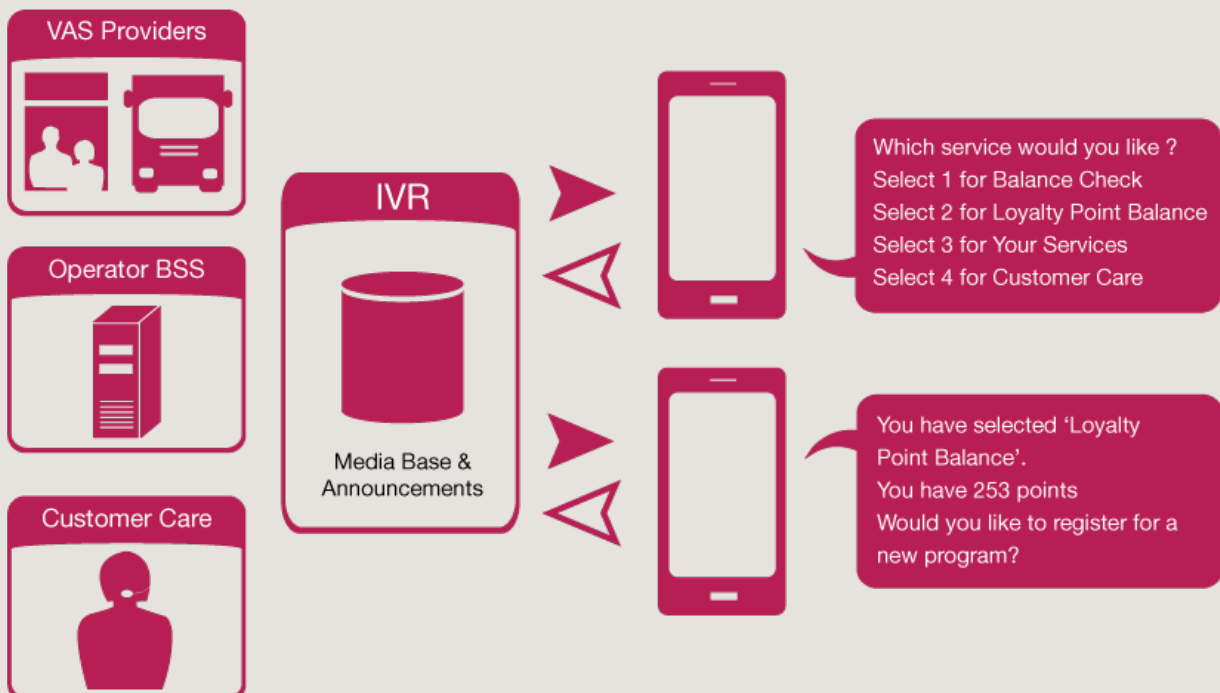
eServGlobal's IVR solution allows network integration options such as Intelligent Peripheral, Service Node and Media Server from a single software suite.

## Key features

- ◇ Play back and record audio
- ◇ DTMF user input detection
- ◇ VXML 2.0
- ◇ Service Creation and Execution Environment
- ◇ VoIP network connection
- ◇ KPI report
- ◇ SNMP monitoring interface
- ◇ Scalable and telco grade architecture

## IVR Use Case

Plug and play IVR across multiple services





eServGlobal's IVR solution has been supporting the needs of operators around the globe for more than two decades and is currently installed in more than 250 voice platforms.

## Key benefits

- ◇ Acquire a telco-grade, versatile and standardised IVR platform
- ◇ Leverage voice capability within your VAS portfolio
- ◇ A platform which is easy to start up, run and manage
- ◇ Scalability

## Service Node

The IVR Service Node (IVR-SN) differs from the IVR-IP in the way the service logic is controlled. Calls are sent to the IVR directly. An Application Server controls the service executed on the IVR. The Application Server can be embedded with a Service Creation and Execution environment, or can communicate remotely with an application server hosting a VXML scenario.

Content providers and integrators can use the IVR Service Node to run their own vocal services. This mode can also be used by Telco operators that want to decouple a voice service from their core network.

Capabilities: Play an announcement, collect user information, inbound and outbound calls establishment, call transfer, and prompt & record audio.

## Intelligent Peripheral

IN services running on a Service Control Point (SCP) can play messages and collect user information by triggering the Intelligent Peripheral (IVR-IP). The services are embedded into the SCP which is the master of the IVR. In this IVR-IP mode, the IVR does not embed any service logic.

Capabilities: Play an announcement, and collect user information.

## Media Server

The IVR Media Server (IVR-MS) identifies eServGlobal's IVR deployment case in an IMS environment. The IVR acts and behaves as an application server.

In an IMS environment, the IVR Media Server (IVR-MS) supports NetAnn capabilities to launch a VXML session from indication conveyed in the SIP call presentation.

The IVR behaves then as a Media Server with voice capabilities.

Capabilities: Play an announcement, Collect user information, Inbound and outbound calls establishment, and prompt & record.

eServGlobal's IVR solution conforms to VoIP network recommendations and standards. Additionally, IVR supports VXML when interfacing with application servers. SCEE provides a large set of capabilities and offers connectivity with database or remote back-end servers.

## Compatibility

IVR is compatible with multiple protocols such as TCP/IP, SNMP, INAP CS1, SIP, SIP-I, RTP, MRCP, VXML, H.263, G.711, u-Law, Sigtran M3UA/SUA, DTMF as RTP payload.

eServGlobal holds ISO 9001:2008 certification for the development, support and maintenance of telecom software.



## Value Added Services

A focus on highly effective revenue generating solutions and sophisticated promotion and retention features is central to our approach to Value-Added Services (VAS).

Tailored to precise market requirements, our VAS offer can be seamlessly integrated with our Mobile Money solutions to support rapid and successful subscriber adoption.



Follow us



@eservglobal

[eservglobal.com](http://eservglobal.com)

[mobilemoneychannel.com](http://mobilemoneychannel.com)