

Flexible Development of IN Routing & universal Media Services

The **Service Creation Environment (SCE)** of ConverCom enables easy and efficient **applications development** of innovative Value Added Services. In doing so the incoming call on a Premium Number is routed to the fitting geographical number according to the criteria set by your business customer. Moreover caller interactions as well as any additional multimedia services can be integrated.

Applications development with ConverCom's GUI-SCE is easy and rapid. Simply configure the various *Functional Blocks* and determine the call-flow with the *Connections* between them.

The Functional Blocks are pre-defined modules for routing and media services allowing you to develop customized applications without bothering about the underlying protocols such as ISUP and INAP.

With the possibility to combine the functional blocks in any way, you can build innovative applications.

Functional Blocks of the ConverCom SCE

1. Script-Blocks with general functions to
 - start and stop scripts
 - count loops, send alarms
 - initiate any multimedia services with an IVR.
2. Routing-Blocks to
 - route calls depending on origination, destination, date, time or load
 - control the service-access applying black and white lists for calling and/or called party number
 - access databases
3. Telephony Blocks for
 - interactions with the caller
 - announcements prior to service
 - analysis of telephony features like number suppression or calls from a phone booth

Besides of keypad menu navigation (DTMF) Speech Recognition (ASR) & Text-to-Speech (TTS) are optionally provided.

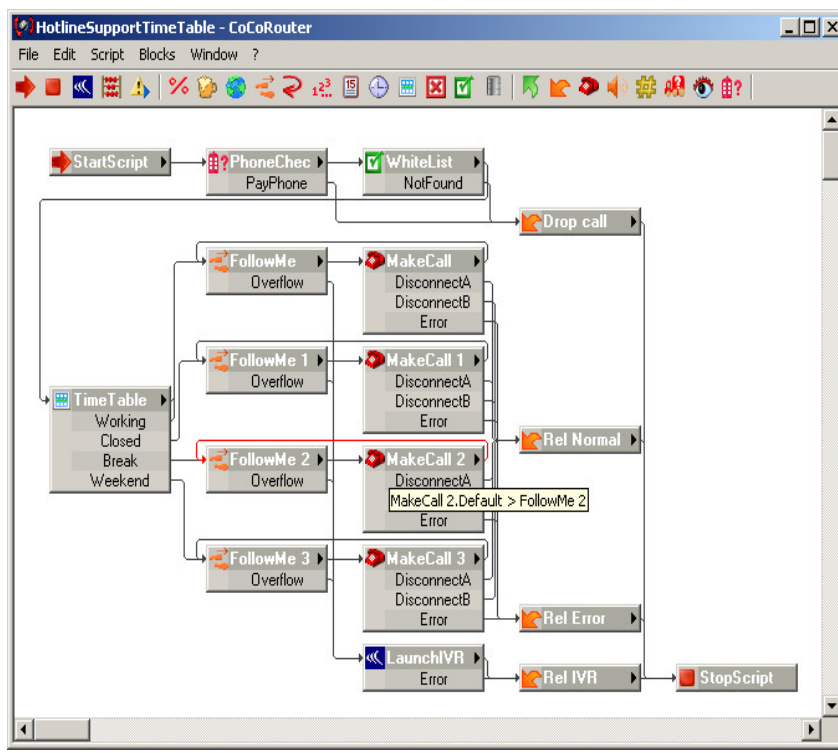
Installation and Maintenance of a new Service

If the application passes the automatic test with thousands of virtual calls, you can upload it into the runtime environment, where it immediately becomes ready for service. You can use the same GUI for maintaining your application and apply ConverCom's WebGUI for access to your or your customer's data.

Development Example

A company wants to operate a 24x7 support hotline for its customers. For that a centralized 0800 premium number will be used and the shifts will be spread to 4 teams on a weekly timetable basis.

Example of a Script using access-control and time-dependent alternative routing



Applied Functional Blocks:

Start-Script: A call on the premium number starts the Script.

Phone-Check: Calls from phone booths' are causing additional costs to providers of 0800 numbers. Using *PhoneCheck* these calls will be excluded from the service.

Whitelist: Only calls of subscribers whose phone numbers are registered in the White-List will be connected.

TimeTable: Time dependant call-allocation to 4 teams.

FollowMe: The availability will be ensured through alternative destination numbers. Announcements can be played to the caller during that process.

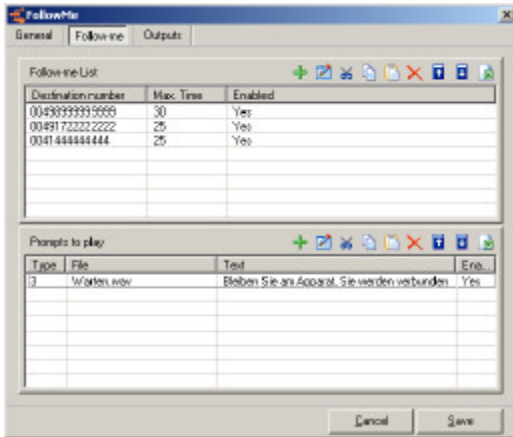
LaunchIVR: If no agent can be reached a script for Voice-Mail, E-Mail & SMS will be initiated using *LaunchIVR*.

MakeCall: The call will be connected to the selected destination. If the called party is not available the call will be redirected to FollowMe and an alternative destination is selected.

Release: Depending on the call result different Release-Cause will be set, so that the CDRs can be interpreted accordingly.

StopScript: The script will be stopped.

Editing of a Functional Block



By double-clicking a functional block you can edit and align it. The example shows the main register of the FollowMe block.

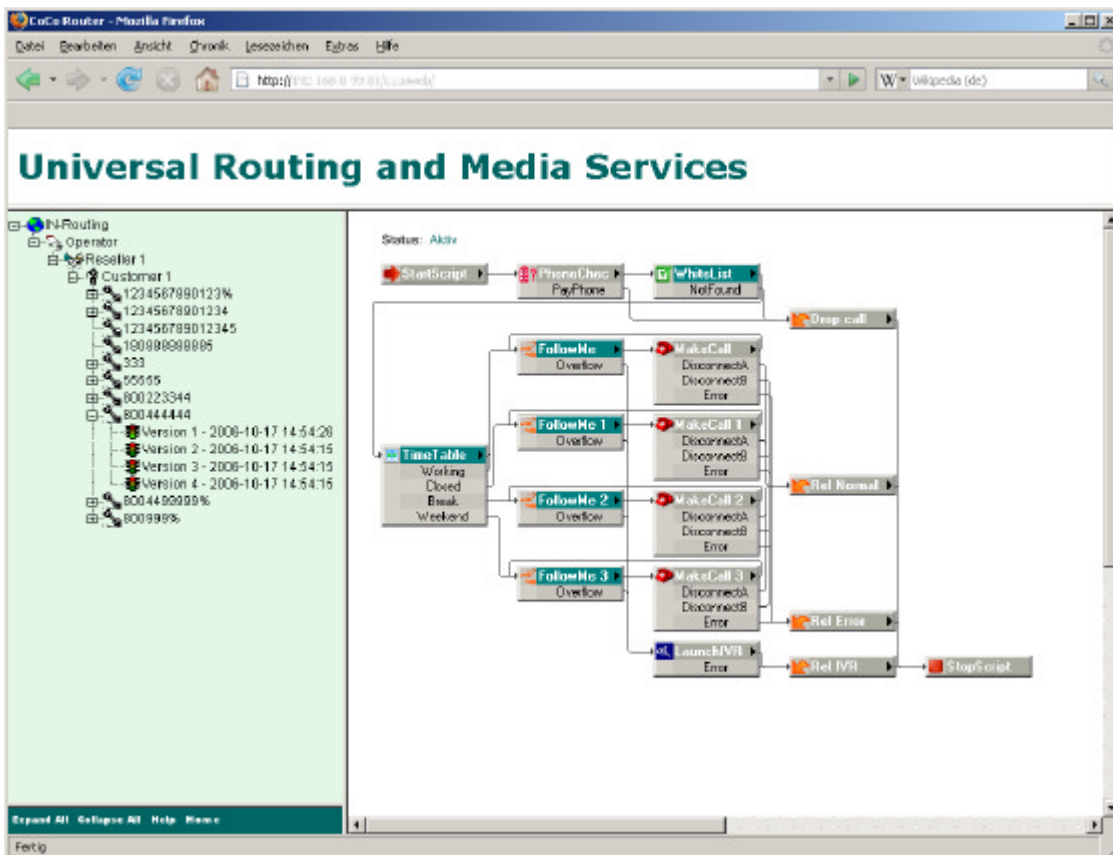
The FollowMe register includes the list of alternative call-destinations which are dialed in the defined sequence until a call attempt is successful or the end of the list is reached.

In the lower part of the window you can additionally define announcements which are played between the call attempts.

The WebGUI for Data-Maintenance

With the WebGUI your service developers as well as your business customers maintain their data and their individual announcements over the Web. Thus your customer service will be disburdened of administration tasks and your business customers have the possibility to actualize their data at any time and from any place.

The design of the script in the WebGUI complies with that of the SCE. It is automatically generated with upload of the script to the runtime environment and is available instantly.



The blocks emphasized in green are approved by the service-provider for maintenance by his business customers. By clicking a corresponding block its data lists are presented for editing.

The concept of the WebGUI enables the service provider to individual adaptations. Thus it can be integrated into existing Web portals (branding).

Feel free to contact us for a live demo of our SCE & WebGUI.

Your ConverCom Team Switzerland & Germany