

## Introduction

Periscope has extensive experience and expertise in providing end-to-end customer integration management. Our portfolio consists of interactive voice response systems (IVRS), CTI, dialers, voice loggers, automatic call distribution (ACD) middleware, CRM solutions, workforce management system and custom built applications for industries like telecommunications, banking, financial services and insurance, transportation, utilities and healthcare.

Periscope software provides modern and tested solutions that are very much capable of tackling complicated issues. We do assist our customers to implement technology regardless the focus of contact center on customer service, sales and telemarketing. Dedicated to delivering solutions that produce real and measurable value for our customers, we provide 24x7x365 customer support and a variety of customizable training and service offerings for all Periscope software products.

Customers can get information quickly to their basic queries and avoid long hold times while agents are afforded more time to manage complex, potentially revenue generating interactions with Periscope IVR solution. We provide maximum flexibility to our customers with advanced technology such as speech recognition and text-to-speech so they can deploy friendly interface that allows them to automate more and make their system easier for their customers to use. Our IVR solution is integrated into overall contact center environment allowing access data from back-office systems to personalize interactions and fulfill specific inquiries.

## What is IVR?

**IVR or Interactive Voice Response** is a technology that automates interaction of a database with telephone callers. Enterprises are increasingly turning to IVR to reduce the cost of common sales, service, collections, inquiry and support calls to and from their company.

IVR solutions enable users to retrieve information including bank balances, flight schedules, product details, order status, movie show times, and more from any telephone. Additionally, IVR solutions are increasingly used to place outbound calls to deliver or gather information for appointments, past due bills, and other

time critical events and activities.

## Need for an IVR

Today's business scenario has totally changed the way business is done. The increasing competitive environment with extremely high levels of expectations of a consumer, technology plays a very important role in any business.

A well-implemented IVR system can:

- Help efficient customer service
- Increase customer satisfaction
- Lower costs and
- Provide a new avenue to offer existing services or offer new services

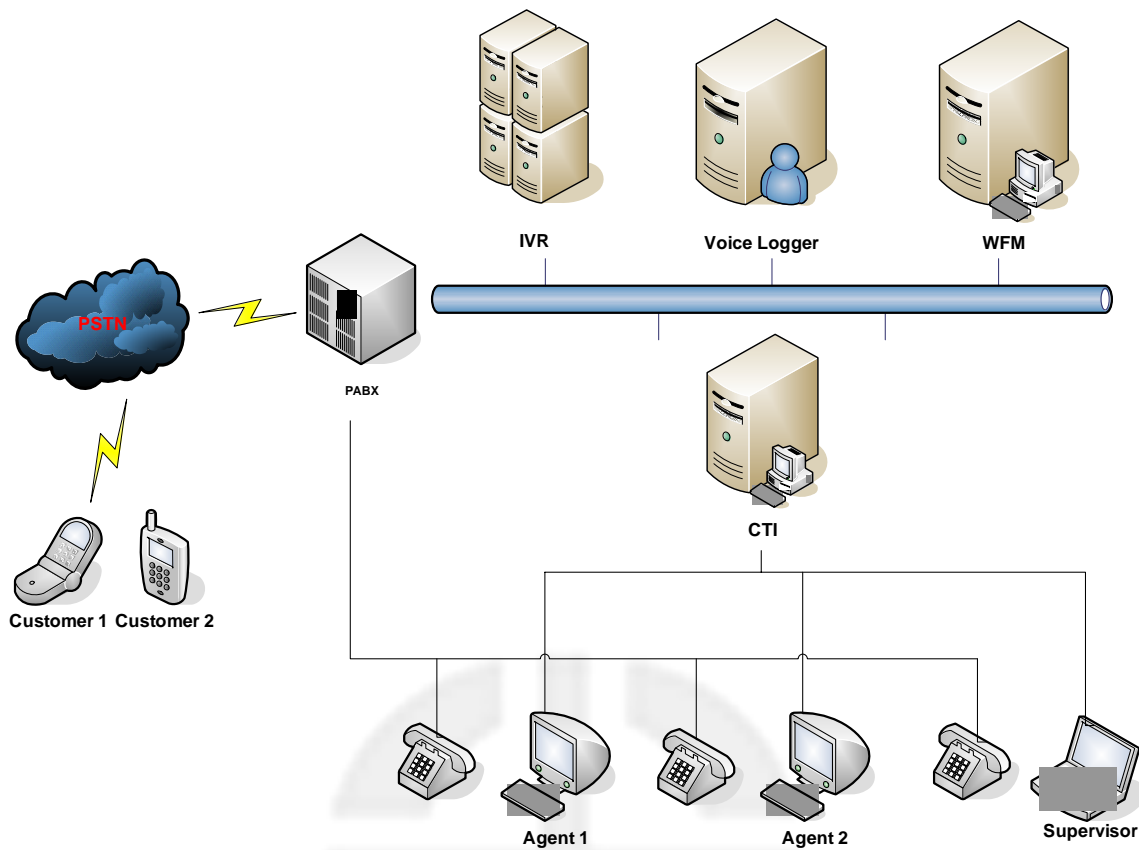
The IVR system has emerged as an alternate to using Call Centers where the costs are huge and recurring. The IVR system replaces the need for agents, supervisors and training to a call centre team and therefore cuts down significantly on costs and time to market.

## Periscope IVR Feature

Customer communications that can be addressed through inbound and outbound IVR applications include:

- Welcome messages
- Checking order status
- Catalog/literature request
- Service operation and product education and training
- Up-selling additional services
- Notifying subscribers when service problems are resolved
- Reminding customers of scheduled appointments
- Issuing past-due reminders
- Airline status information
- Data collection and surveys
- Store locator services
- Online ordering w/out live agents
- Lead capture for direct marketing
- Voice recording

- Speech recognition



## Why Periscope?

We help clients transform their customer facing operations by driving efficiencies through improved processes and centralizing customer information. Our solutions help clients:

- Quality customer service through Interactive Voice Response (IVR)
- Enable self-service channels that provide flexibility to customers
- Improve Call Center capabilities through the use of Interactive Voice Response (IVR) and Automated Call Routing (ACR)
- Identify areas for improvement in customer care operations
- Provide real-time customer data across the enterprise through a customer infrastructure technology backbone
- Unify/consolidate customer-facing organizations on a single platform
- Reducing operational cost and higher revenue.
- Return on Investment (ROI) is immediate.

## Periscope Mission

Our mission is to maintain leadership in the Computer Telephony Industry for business communications worldwide; providing innovative solutions, responsive customer service and outstanding quality standards, while forging strong, long term customer relationships.

