

Vocabra Services Overview

Service-centric businesses consistently evaluate their customer's experience. And growing businesses have ever increasing customer service demands. Yet, there comes a time when simply adding more resources delivers diminishing returns. Instead, a fresh evaluation of the communications processes and technologies is in order. That's where Vocabra's professional services team can help.

Our professional services team has assisted Fortune 100 companies and small businesses alike in improving their customer's experience by innovating new business processes and technical solutions. These firms turned to Vocabra because of our track record in the creative application of technology and system integration to the challenges of customer care and workforce management.

Vocabra's professional services team supplements your own internal resources by providing an intimate knowledge of a wide range of ever-changing communications technologies. We work closely with business and IT owners to envision, design, deploy, and measure the success of a communications system that improves the customer experience.

About Vocabra

Vocabra's innovative solutions leverage existing systems and infrastructure to improve customer care by lowering delivery costs, improving communication, and providing 24/7 self-service access.

Vocabra, Inc.

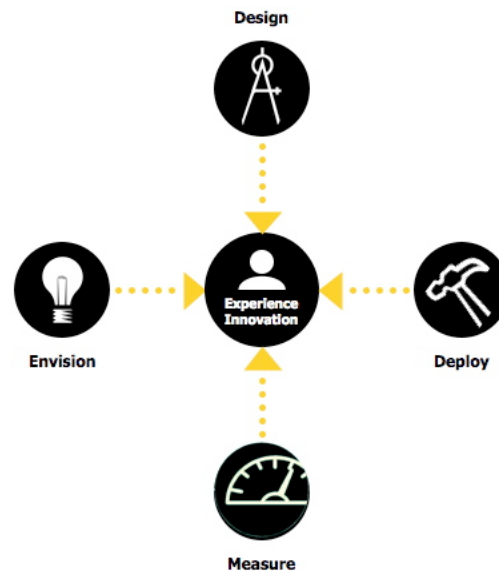
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VOCABRA



Envision

- **Communications innovation assessment.** Assessing your business processes to create integrated and innovative approaches for improved customer experiences.
- **Opportunity appraisal.** Identifying the economic value of the range of technology and process options to improve the customer experience.

Design

- **Multimodal interface design.** Applying a consistent and branded experience for web, voice, email and text messaging interactions.
- **Architecture design.** Crafting a robust, scalable and highly integrated architecture to deliver a cost-effective, long-term solution.

Deploy

- **Platform selection.** Evaluating the most effective technology platform or managed services structure to deliver the customer experience.
- **Enterprise integration.** Integrating enterprise applications and services with a minimum of IT disruption and overhead.

Measure

- **Return on Investment Assessment.** Evaluating the effectiveness of communications systems and recommending process and technology improvements.

Technical Capabilities

Our professional services team excels in the following technical competencies:

Solution Architecture

- Multi-modal solutions involving speech driven telephony, mobile interfaces, web, email & SMS
- Web based application management and reporting
- Deployment strategies - on premise, managed service, and hybrid
- Enterprise integration - using existing web services, store procedures, and databases as well as defining new methods of integration

System Architecture

- Rapid application development framework
- Flexible and reusable application components
- Service oriented interfaces
- Secure multi-factor access and controls

Speech Interface Design

- Professional prompt recording
- Multi-lingual support
- Voiceprint & multi-factor authentication for high security needs

Web Interface Design

- Dynamic & intuitive web interfaces
- Cross browser support
- Mobile support

Workflow Process Design

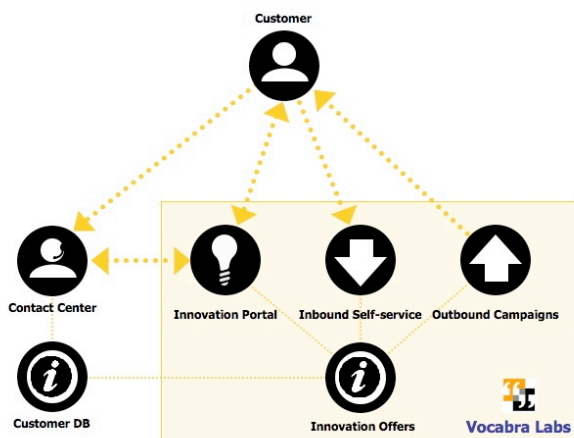
- Customer workflows
- Customer service agent & management workflows
- Mobile workforce & collaboration workflows

System Conversion

- On-premise to/from managed service or hybrid
- Legacy system integration
- Touch-tone to speech recognition

Sample engagements

- **Order status reporting.** When a major Mobile Virtual Network Operator needed an automated system to service new mobile subscribers and provide self-service capabilities and routing to the appropriate worldwide call center, Vocabra designed and deployed a single application to support the 32 carriers they service. Operating in a hosted environment on a Nuance platform, the application integrates with an ERP system via secure web services. The system was designed and deployed within three months and is currently operating in excess of 125,000 calls per month, significantly lowering their routing and customer service expense.
- **Field inventory ordering & status.** When a Fortune 1000 manufacturer's legacy ordering system was no longer scalable to meet their growing needs, Vocabra designed and deployed a voice interface to collect ordering and status information from their field reps. The application runs on an on-premise Cisco platform integrated with an AS/400-based order management system. It went live within eight weeks and is currently processing more than 20,000 calls per month allowing increased inventory turn and lower administrative costs.
- **Change of address.** When a Fortune 100 retailer wanted to trim costs in their call center, Vocabra identified a significant ROI opportunity by automating change of address requests. The Vocabra services team then designed, implemented and integrated an automated voice solution on an Edify platform with connectivity to an DB2 database. Deployed within the call center environment in under four months, the application successfully processes between 20,000 to 30,000 calls per month.
- **Service performance analysis.** When a Fortune 100 service provider needed to better understand the in-field margin yield from their service pricing models, they turned to Vocabra. By customizing our Activity Management Portal for their precise needs, we were able to gather in field data from service workers which allowed them to identify areas where service delivery costs exceeded their benchmark standards, at significant recurring savings to the company.



Managed Services Capabilities

In addition to providing on-premise consulting services, Vocabra offers a managed services capability we call Vocabra Labs. This managed services environment gives you the flexibility to evaluate or deploy an application with minimum disruption to your current IT and telephony infrastructure.

Vocabra Labs applications can intercept your current in-bound call flow to handle specific transactions or initiate outbound campaigns based on the business rules you establish. And when you use Vocabra Labs, integration to the standard Vocabra portal offerings is already complete, giving you even more functionality to your Vocabra Lab application.

Whether you want to reduce disruption while trialing a potential solution or speed time to market on an production application, Vocabra Labs gives you a new tool to innovate your customer service experience.