# Aculab Cloud: IVR Platform

## Product deployment note

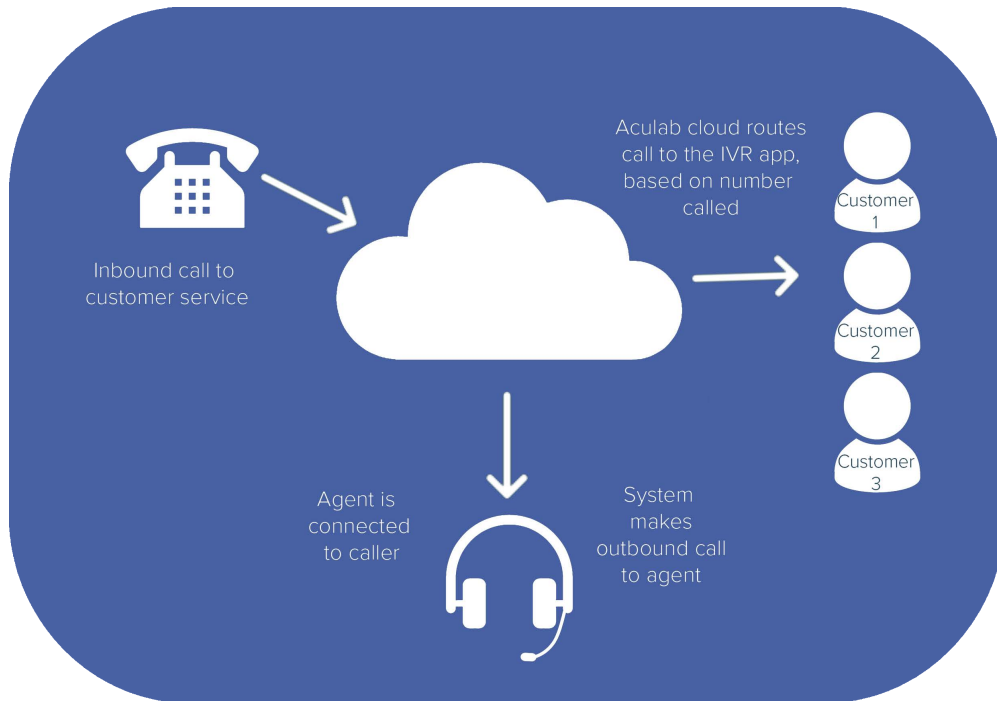**IVR systems are typically used to service high call volumes, reduce cost and improve the customer experience. Examples of typical IVR applications are telephone banking, televoting, and payment/billing services.**

Using Aculab Cloud's IVR APIs, you can build applications that allow customers to interact with a back-end system via a telephone keypad, allowing them to obtain the information they need or break-out to speak to an appropriate agent.

Depending on the type of IVR application you plan to build, a number of options are available, for example, you might want the IVR system to respond with prerecorded or dynamically generated audio to further direct users how to proceed.

# The Aculab solution

Aculab Cloud based IVR system



Inbound call to customer service

Aculab cloud routes call to the IVR app, based on number called

Customer 1

Customer 2

Customer 3

Agent is connected to caller

System makes outbound call to agent

## Key features

Aculab Cloud supports all the telephony resources required for IVR platforms:

| IVR centre requirements | Aculab cloud capability |
|---|---|
| TTS | Aculab Cloud supports Text To Speech (TTS), allowing quick and easy application prototyping and, more generally, the ability for your applications to 'speak' text to users. |
| SSML | The TTS methods support the embedding of Speech Synthesis Markup Language (SSML). This is a very flexible way of adding expression to how your text is spoken. Further details on the SSML features and voices supported are available in the Aculab Cloud TTS documentation. |
| Call transfer | The ability to transfer a call is provided in the form of retrievable transfer. This re-routes the audio to another destination, but maintains control over the call, allowing it to be retrieved. This allows a caller to 'opt out' of an automated system and be switched to e.g., an operator or agent. |
| Call connect (tromboning) | Call connect or tromboning allows additional features such as DTMF-recognition during connected calls - e.g. the original called party dialling # to drop out of the call, interact with the system and then drop back in. |
| Media files | Aculab Cloud can access and play media files via a highly reliable, distributed storage system providing, for example, greetings, menu options and acknowledgments. |

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## About Aculab

Aculab is an innovative company that offers deployment proven technology for any telecoms related application. Its enabling technology serves the evolving needs of automated and interactive systems, whether on-premise, data centre hosted, or cloud-based.

Over 1000 customers in more than 80 countries worldwide, including developers, integrators, and solutions and service providers, have adopted Aculab's technology for a wide variety of business critical services and solutions.

Aculab offers development APIs for voice, data, fax and SMS, on hardware, software and cloud-based platforms, giving a choice between capital investment and cost-effective, 'pay as you go' alternatives.

## For more information

To learn more about Aculab Cloud and Aculab's extensive telephony solutions visit:

**www.aculab.com**

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