

**Dynamic Multimedia Convergence Solutions**



An **Intel** Powered Solution

SmartCall supports **Intel**  
**NetStructure®** Host Media Processing

Works on **LINUX** and **Windows**  
platforms

# SmartCall

## Customer Service Solutions

Computer telephony or converged communications has emerged as a business requirement for enterprises continuously searching for new ways to increase productivity while slashing costs. Enterprises are looking at Interactive Voice Response as a long-term solution to enhance customer satisfaction and yet stay within their budgets. IVR solutions traditionally used pre-recorded voice prompts and menus to present various options to callers, where callers used touch-tone telephone keypad to enter their responses. Modern IVR solutions have moved to the next sphere and allow responses to be culled from spoken words with voice recognition.

Bay Talkitec's **SmartCall** is a unified system that controls the IVR process and transforms a call center from handling just voice calls to a sophisticated 'contact center' capable of integrating and handling phone, fax and even e-mail. SmartCall's most unique feature is that it can operate on **Linux and Windows** and it supports **Intel NetStructure® Host Media Processing**.

### SmartCall Features

Enterprises prefer applications that can be controlled and maneuvered according to their individual requirements. It thus becomes necessary to look at options where the user can control basic functions to tweak the application as per requirement. Bay Talkitec's **SmartCall** is a total solution with flexible modules to be added for easy customization for **Popup screens, reporting** and even database integration. SmartCall is an integrated, single box solution which leads to low cost of ownership.

### IVR Application Scripting Tool

The IVR Script Tool operates on Linux and Windows platforms with ease. With this tool, simple IVR features can be used to create complex call center solutions. The Application Scripting Tool enables the user to create and modify applications faster and add them on the fly, considerably speeding up the time to market and thereby ensuring faster response time to changes. It can perform the following functions to automate the IVR process:

- Play and record messages
- Gather digits from the caller and perform the business logic
- Transfer calls to the agent in a call center
- Fully SQL / MS-Access compatible database with ODBC interface
- Has provision for External Application Hook in confidential and complex business process involvement areas
- Supports sending Fax-on-Demand and receiving Fax Mails
- Supports Automatic Speech Recognition (ASR)
- Supports Text To Speech conversion
- Supports Inbound Service and Outbound Campaign definitions
- Supports 3G Application development

### Agent Scripting Tool

The **Agent Scripting Tool** allows designing of required **Screen Popups** which will be viewed by the agent. The Scripting Tool creates different Screen Popups by retrieving data from different databases thereby infusing versatility and flexibility for the agent's benefit.



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## Automatic Inbound Call Distribution with Skill Based Routing

SmartCall can intelligently route inbound calls to agents, based on agent skills such as service, language proficiency and other rules such as circular, terminal and longest idle agent. This feature thus ensures that the right agent receives the call, ensuring optimum customer satisfaction.

## Interactive Voice Response

The actual IVR feature is generated using the **Application Call Flow Generating Tool**, thereby generating functional transformation of the entire system.

## Outbound Dialing

SmartCall assists agents in two types of calls, **Progressive** and **Preview**. Progressive dialing follows the call flow script while preview dialing presents the agent with a preview of contact details and dials out only after confirmation from the agent. This option offers flexibility and ensures accurate responses from the agent.

## Voice Logger and Voice Mail

SmartCall supports both automatic and manual logging of voice conversations involving the caller and the agent. Playback, recording and voicemail features are added advantages.

## Agent Monitoring, Training and Conferencing

SmartCall provides features with which the supervisor can monitor the conversation of the agent with the caller, and train the agent without the caller being aware of it. The supervisor can also confer with the agent and the caller. This ensures that the supervisor has a bird's eye view of the entire operations and is aware of the agent's strengths and weaknesses.

## SMS

SMS (Short Message Service) are text messages that can be received or transmitted from mobile phones. SMS can be sent and received from anywhere through GSM Modem or SMPP. Messages can pop up on the agent's desktop and the agent may reply with required details or auto reply can be performed by the system.

## Web Call

Bay Talkitec provides state-of-the-art IP contact center solutions to carriers and service providers to deploy VoIP to their customers efficiently and effectively. A comprehensive solution for Voice over IP remote access, SmartCall speeds up and simplifies service providers' ability to deliver IP based voice, data and multimedia services.

\* Supports Intel Inter Netstructure® Host Media Processing (HMP)

\* Supports H.323 and SIP Protocols

\* SIP Client Support for Agent Desktop

\* Supports Voice, Fax, CSP for ASR, TTS, RTP Streaming

## Fax

SmartCall supports Fax reception, and designing and forwarding Fax templates.

## E-mail Management

SmartCall supports e-mail reception and answering.

## Database Connectivity

SmartCall supports connectivity to any local or remote database. It even supports connectivity to the CRM database.

## Speech Recognition and TTS

Keeping in line with the latest developing speech recognition technology, SmartCall offers **Automatic Speech Recognition** and **Text to Speech** as a functionally rich optional feature.

## SmartCall Applications

SmartCall is a dynamic and versatile solution that can be deployed in various areas. Some of them are:

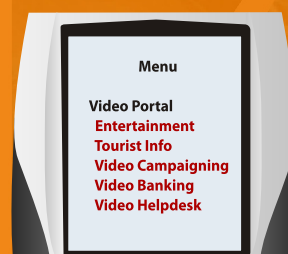
- ➔ Help Desk Services
- ➔ Financial
- ➔ Institutions
- ➔ Telecom
- ➔ Distribution
- ➔ Travel/Hospitality
- ➔ Stock Market
- ➔ Transportation

## 3G Ready

Stay competitive in today's rapidly evolving **3G market** by having SmartCall – a truly converged application platform.

**SmartCall** is a great enabler for speed to market and low cost of ownership for **3G** and IP video application service providers.

It is a stable, flexible application platform that can support the dynamic delivery of new services, including voice and video like **video portal, video help desk, video telemarketing** etc, in order to easily take advantage of new opportunities in the market place.



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## About Bay Talkitec

**Bay Talkitec** is a leading provider of digitized voice application products right from **1991**. As one of the early entrants in the **Computer Telephony** arena, Bay Talkitec has accumulated vast expertise in deployment of different IVR applications to enterprises worldwide. From our very first solutions, which comprised of deploying announcement systems to major airlines and railways, our capabilities have extended to **call center applications, mobile software solutions, VoIP and Computer Integrated Telephony**.

At **Bay Talkitec**, we employ open standards and ensure that the product is versatile and can be used on multiple platforms such as **LINUX and Windows**. Bay Talkitec specializes in developing customized IVR solutions and allows clients to upgrade existing IVR solutions to speech-enabled IVR solutions. Our solutions can be easily integrated with existing infrastructure and have proven to be cost-effective investments for our clients with quick ROI.

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Dialogic



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