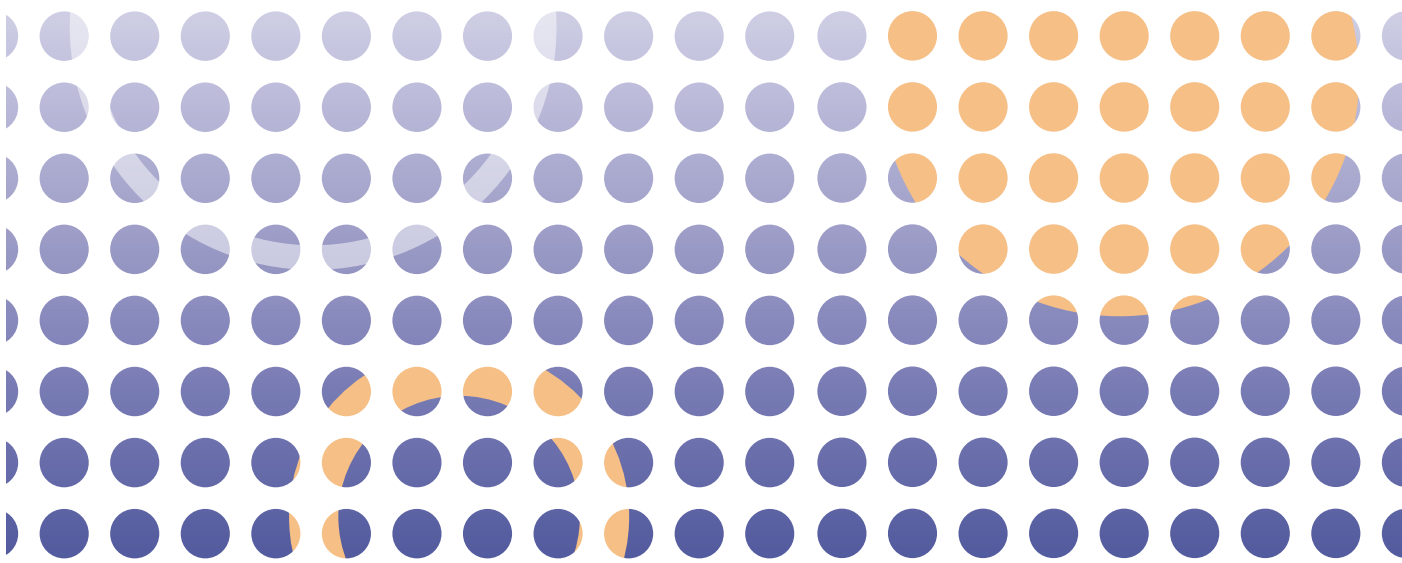




CyTrack

Technologies

Telephony & Call Centre
Business Communications
Software



www.cytrack.com

CyLive™ IVR Intelligence Module

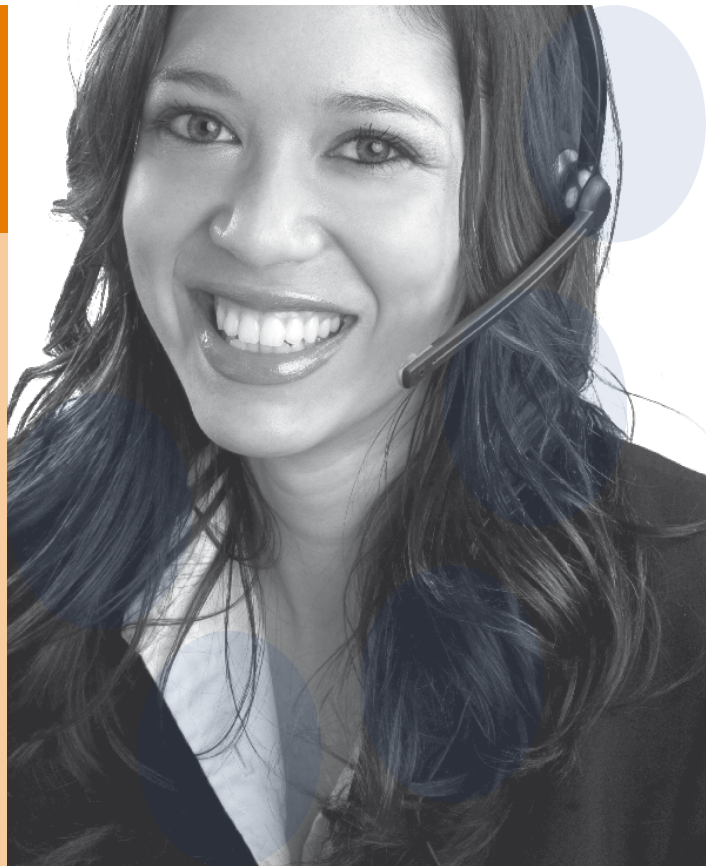
CyTrack® CyLive™ IVR Intelligence Module

Enrich your customer relationships by providing them the means to do business with you how they choose! CyTrack® CyLive™ is a powerful Interactive Voice Response (IVR) Engine and Management Module designed to offer very sophisticated features with a user configurable interface that uniquely provides a IVR designer tool in a flow chart design .

CyLive™ is shipped standard with CyQ™ and provides all Auto-Attendant, in-queue announcement and in-queue option functions and is shipped with ready to go CyQ™ scripts.

Additional CyLive™ components can be enabled as an option to provide the CyLive™ full IVR capabilities - or CyLive can be shipped stand-alone as an independent IVR system.

The CyLive™ Designer tool allows for advanced users with no development experience to be able to configure and administrate their own IVR systems and processes.



Business Efficiencies and lower costs

CyLive™ IVR offers businesses the technology to provide services on-line via the telephone 24 hours a day, without operator involvement taking care of transactions and services that do not require personal interaction. Examples include entry of customer details, payment by telephone, call routing, telephone booking and much much more.

Enrich Customer Relationships

CyLive™ can enrich and expand customer services, especially when integrated with CyTrack Call Centre modules such as CyQ™. Examples include allowing callers to enter their details while in a queue and have CyLive™ ring them back when an agent is available to take their call, allow customers to enter their PIN or invoice number so that the agent has all the details to hand when their call is answered - and more.

Create New Services

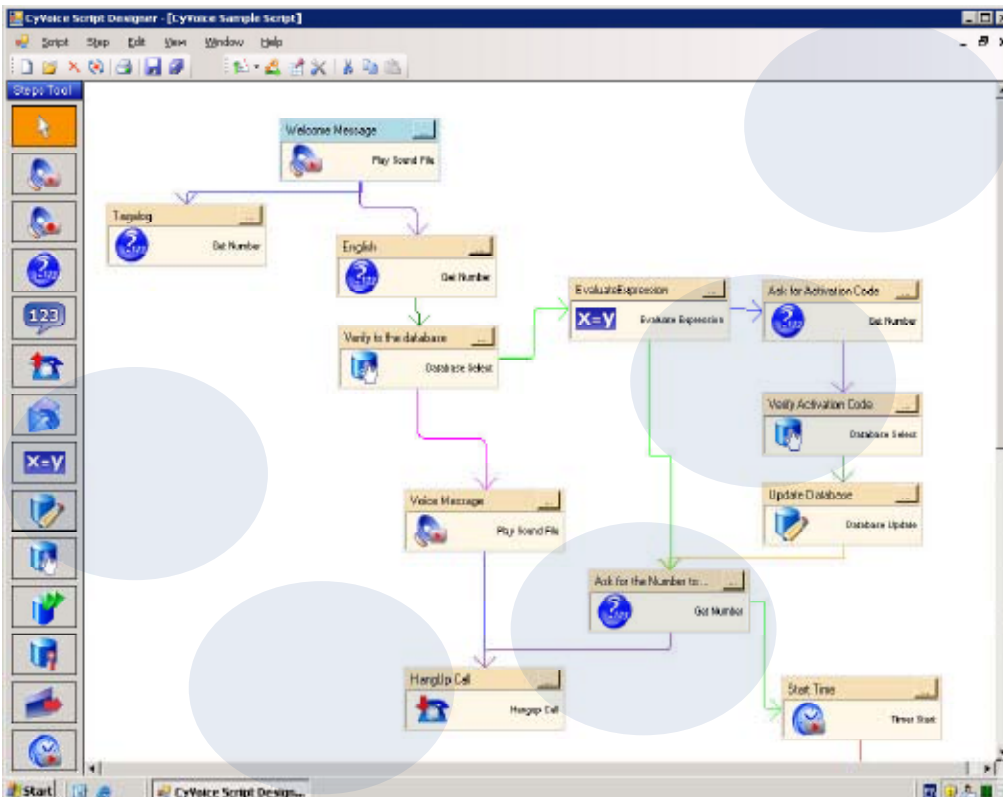
CyLive™ enables businesses to provide services they previously couldn't, whether by offering services 24 hours a day, new services such as payment by telephone, or directed personalisation such as recognition of the caller or their reason for calling - before the call is answered.

Empower your business

CyLive™ includes a unique Designer Tool so that those businesses that wish to, can take on simple administration tasks and changes and even design their own complex IVR scripts and features.

Main Function Points

- o CyLive IVR Designer Tool
- o CyLive Real Time Monitorboard
- o CyLive Reports Generator
- o Integration to CyTrack Call Centre Modules
- o SQL Database architecture
- o Customer database or CRM integration
- o Speech Recognition and Text to Speech



CyLive™ Designer Tool - CyLive™ provides a sophisticated Client/Server Architecture that allows IVR and call-flow scripts to be designed in a graphical user interface that shows the steps in a flow chart manner.

The CyLive™ Designer Tool has been created so that users who wish to create and/or modify their own IVR and call-flow plans can do so in a simple to learn rapid development environment.

No special development experience is required and the interface works in a flow-chart interface.

Simple to recognise icons, with icon description and/or step function can be toggled on/off for audit and testing purposes.

Multiple scripts can be designed and opened simultaneously and saved to the SQL database for recall or modification.

Each function dialog box contains powerful tabbed controls that can be configured to meet any IVR requirement.

The system automatically draws connecting lines and arrows to show the systematically created call-flows of the design in the tool.

Scripts can be listed in text only and printed out for review and testing de-bugging purposes.

CyLive™ facilitates integration to CyQ™ and CyCall™ by allowing a call to be transferred to be handed by CyLive™ then returned to the call or outbound campaign for call handling.

All activities handled by CyLive™ including the call progress and information collected is stored into CyReport™ for reporting and performance analysis.

Typical Applications

Personalised Call Forward - CyLive™ scripts can be developed to provide a range of personalised call forward options for special or VIP clients for each user desktop when integrated with CyPhone™ and CyQ™.

Service Bureau & Billing Functions - CyLive™ can provide complete reporting and service billing of functions utilised when integrated with CyReport™.

Telephone Access and Billing - CyLive™ scripts can be developed to provide telephone services via Pin Code Access and the billing information per account provided when integrated with CyReport™.

T-Commerce - CyLive™ scripts can be developed to provide online customer payments and real time verification in conjunction with compatible e-commerce systems.

Typical Applications

Customer Pin Code Verification - Route callers to CyLive™ to collect a unique customer pin to then allow access to personal information or customised services.

Queue Call-Back - When integrated with CyQ™, CyLive™ can collect caller details and allow the caller to hang-up but retain their position in the queue and receive a automatic call-back when the next agent is available.

Personalised Routing - By either Caller ID or customer PIN Entry CyLive™ can then access your customer database or CRM and look-up specified customer service fields that determine how the call can be routed when integrated with CyQ™.

Help Desk Status - CyLive™ scripts can be developed to provide customer help desk ticket status after online pin verification and ticket ID entry .

The Telephone is still one of our most used business tools and yet is vastly under utilised and under exploited given the technologies available today in Computer Telephony Integration (CTI) Call Centre Applications and the Internet.

The CyTrack Suite of Business Communications Products are an enabling modular suite designed to deliver the business benefits and functionalities that integrating Computers, Telephones and the Internet can provide.

CyTrack® Technologies create powerful and versatile software applications that deliver advanced functionality, providing you with a business edge.

Our products are modular and can be expanded and upgraded with other CyTrack® Modules.



www.cytrack.com

The logo for CyTrack Technologies, featuring the word "CyTrack" in a large, white, sans-serif font with a cluster of small white dots above the "y". Below it, the word "Technologies" is written in a smaller, orange, sans-serif font. The logo is set against a dark blue background.

CyTrack Modules

- o CyDesk
- o CyConsole
- o CyRecord
- o CyReport
- o CyQ
- o CyCall
- o CyLive

Providing

- o Computer Telephony Integration (CTI)
- o Telephony to CRM Integration
- o Front Desk Operation
- o Voice Recording
- o Telephone Call Accounting & Billing
- o ACD Reporting
- o Inbound Call Centre Routing & Queue Management
- o Outbound Call Centre Tele-Marketing Management
- o Interactive Voice Response (IVR)

