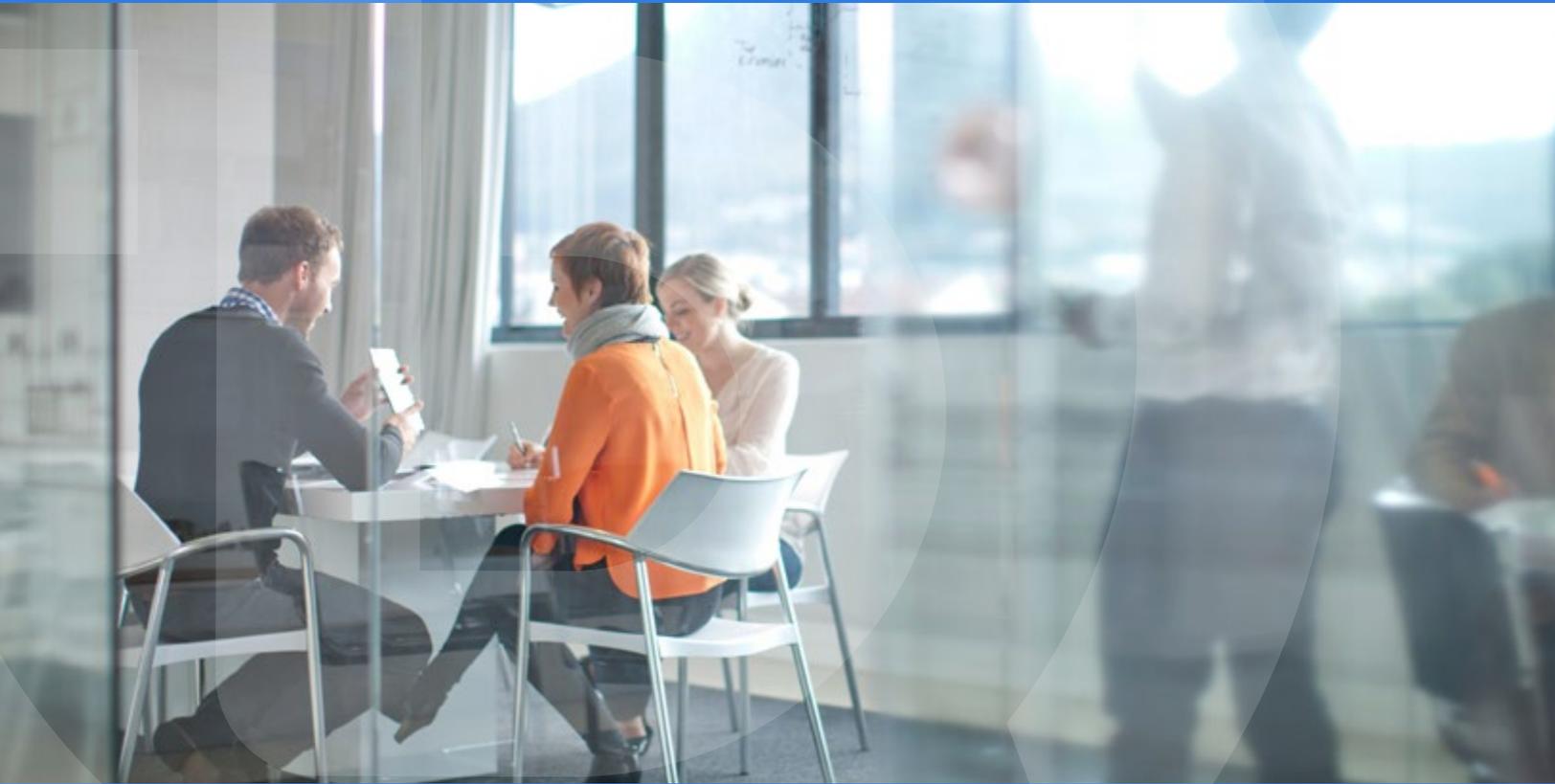# blueworx

Deliver Exceptional Voice Experiences

Consumers have high expectations for fast, effortless access to information, systems and support. Blueworx provides a reliable Interactive Voice Response platform that helps companies use automation to improve processes, deliver better service and enhance the customer experience.

Blueworx powers modern voice and text response applications:

- Customer self-service
- Secure, automated payments
- Two-way, actionable alerts
- Interactive appointment reminders
- Status updates and tracking
- Emergency notifications
- Automated surveys
- Unified messaging and voicemail

Let's Build Something Awesome

Blueworx combines great technology with a team of people who know what it takes to create exceptional voice experiences. We have over 100 combined years of expertise in voice and mobile application development, user interface design and implementation. More importantly, everything we do is backed by 24x7x365 support and a relentless obsession with your complete satisfaction and success. Let the Blueworx team help you drive real differentiation with modern, highly usable applications.

We'll work closely with you to define your requirements, objectives and business goals.

- Understand and map the customer journey for an effortless user experience
- Help you get the most out of advanced platform capabilities and ensure a modern solution
- Identify ways to deliver differentiated service that builds customer loyalty
- Uncover operational efficiencies
- Impart best practices from deploying hundreds of IVR self-service and contact center applications

Reduce Effort with Conversational IVR

Enhance your applications with speech technologies that transform rigid DTMF menus into effortless customer experiences. Blueworx offers standards-based integration to industry-leading automated speech recognition (ASR) and text-to-speech (TTS) software for natural, conversational customer interactions.

Speech-enabling touch tone apps can drive significant ROI.

- Shorten call times by making it easier for customer to get the information they need
- Reduce the number of customer requiring live assistance
- Use business logic and customer data, such as a recent purchase, to anticipate caller needs and streamline their experience
- Improve data collection accuracy

Provide Data-driven, Personalized Interactions

Use profile data and recent transaction histories to personalize interactions, enabling customers to access the information and services they need faster. For instance, if a customer calls shortly after placing an online order, you might begin with, "I see you recently made an online purchase. Are you calling for assistance with that order?" By tapping into data across touch points, you can pick up the conversation where it left off.

Use data to deliver a better experience.

- Know their preferred language
- Provide relevant options
- Understand recent transactions and predict why they might be calling
- Provide tailored offers
- Deliver timely notifications

Breathe Easier with Proven Performance, Reliability and Scalability

The Blueworx solution, formerly IBM WebSphere Voice Response, was designed for carrier-grade reliability, availability and performance in demanding enterprise and Telco environments. The massively scalable solution supports over 53,000 concurrent phone calls in a single 7U BladeCenter and 480 concurrent Voice over IP/SIP connections on a single system partition.

The standards-based platform is optimized to run on IBM AIX (v6.1 and 7.1) and is compatible with all key IBM Power Systems servers, including IBM BladeCenter® POWER® processor-based blades and the latest POWER8 systems. Blueworx applications can run on your premises, in the cloud or in a hybrid deployment model.

Blueworx Features

- Rich speech-enabled voice response functionality based on industry-standard VoiceXML and CCXML
- Works with MRCP compliant third-party speech recognition engines
- Audio prompt and Text-To-Speech (TTS) support
- Scalable, redundant, and resilient centralized application management
- Support for TDM, VoIP/SIP and hybrid environments
- Encrypted VoIP support (Secure SIP/RTP)
- Integration with leading Computer Telephony Integration (CTI) products
- Support for iLBC compression to reduce bandwidth requirements over IP networks
- A full-featured voice development environment, including graphical call flow building
- Java and VoiceXML application configuration interface
- A complete suite of management tools to monitor, track and report status on all the components that make up your voice response system

If you'd like to learn more, we are ready to talk. Give us a call at 888-495-0005 or visit **www.blueworx.com**