

BROCHURE

# Lumen<sup>SM</sup> Hosted IVR

Integrated digital contact services for improving the customer experience.



LUMEN<sup>SM</sup>



## Summary

In the past, simply knowing call volumes and peaks was all you needed to understand and provide for customer communication needs. However, this data alone does not provide insight into transaction trending, nor does it provide insight into caller behavior and experience. Consumers are now looking to multiple types of interfaces for contacting your business. Being able to evaluate the success of call handling applications and adapt them to meet your customer expectations is critical. Lumen Hosted Interactive Voice Response (IVR) solutions give you the tools for recognizing and nimbly adjusting to the changes needed to support your customers' preferences.



## Better understand your customer

As customer touch points increase through multiple channel integration, maintaining a consistent and coordinated customer experience becomes more and more challenging. Lumen can help you evaluate who your customers are and what they expect, so you can create interactions that go beyond your customers' expectations. We provide an integrated solution that lets your customers interact with you in the way that is most comfortable for them and most economical for you.

## Services that work for your business

Our solutions cover network services such as internet access, private network, security, toll free, and local services plus our Contact Center solutions that include Hosted IVR services that help increase your customer's ability to self-serve with any combination of touch-tone and speech recognition capabilities. And because many customers may need to communicate with your business at all hours of the day, Lumen provides disaster recovery capabilities to help ensure they can, 24/7.

## Smooth interactions from start to finish

All calls begin in either touch-tone or speech recognition menus with inbound calls routed to the Hosted IVR platform, based on the application design. The information request is then routed, via secure network, to the appropriate application servers for response to the request. If the caller needs to speak with an agent, the call can be

transferred to share the data that has been collected during the interaction to help the agent enable a better interaction with the customer. The ACD Connect™ feature allows customer data to be shared with up to 42 types of PBX systems.

## Features

- Flexible pricing models
- Adaptable usage to meet seasonality
- Genesys-based platform imbedded in carrier-grade network and a fully redundant platform
- Multi-lingual support
- Integration with standard databases and Customer Relationship Systems (CRM)
- Intelligent calling and queueing
- Graphical call flow design tools
- Ready-to-use applications for self-help
  - Locator
  - Financial status
  - Account updates
  - Pin resets
- Online reporting access with customizable options
- Application management flexibility
  - Lumen developed
  - Customer developed
- Application server placement
  - Lumen space
  - Customer space
  - Third party space
- 24/7/365 contact center support

## We handle the details so you can focus on your business

With the knowledge gained from over 100 years of managing a carrier-class infrastructure and proven contact center technology, Lumen takes the complexity out of managing the underlying technology structure of your contact center, including customer access media, telephone network, hardware and application layers. This lets you focus on maintaining the quality of your customer experiences and optimizing the balance between complex, agent-handled and customer self-service applications.

# Easy for you. Easy for your customer.



## Simplify management

- No hassle of managing premises-based equipment
- No need to manage multiple vendors
- Not necessary to purchase additional equipment to accommodate seasonal call volume peaks and valleys
- Grow or shrink your service commitment without significant capital investment
- Integrate network data with application data for a true end-to-end view of the customer experience



## Improve the customer experience

- Customers don't need to repeat themselves because data captured during the call is integrated with other applications, agent desktop application and ACDs
- Customers can complete tasks via the self-service application instead of holding for an agent
- Eliminate the ambiguity of the effectiveness of your IVR by using our enhanced reporting capabilities
- Get improved service with 24/7/365 contact center support



## Increase operational flexibility

- No long turnaround to add capacity or modify applications
- Create applications with industry-standard development tools to speed application deployment
- Leverage investments in your web portal and integrate applications across voice and data channels

## About Lumen

Lumen (NYSE: CTL) is a technology leader delivering hybrid networking, cloud connectivity, and security solutions to customers around the world. Through its extensive global fiber network, Lumen provides secure and reliable services to meet the growing digital demands of businesses and consumers. Lumen strives to be the trusted connection to the networked world and is focused on delivering technology that enhances the customer experience.