

DATA SHEET

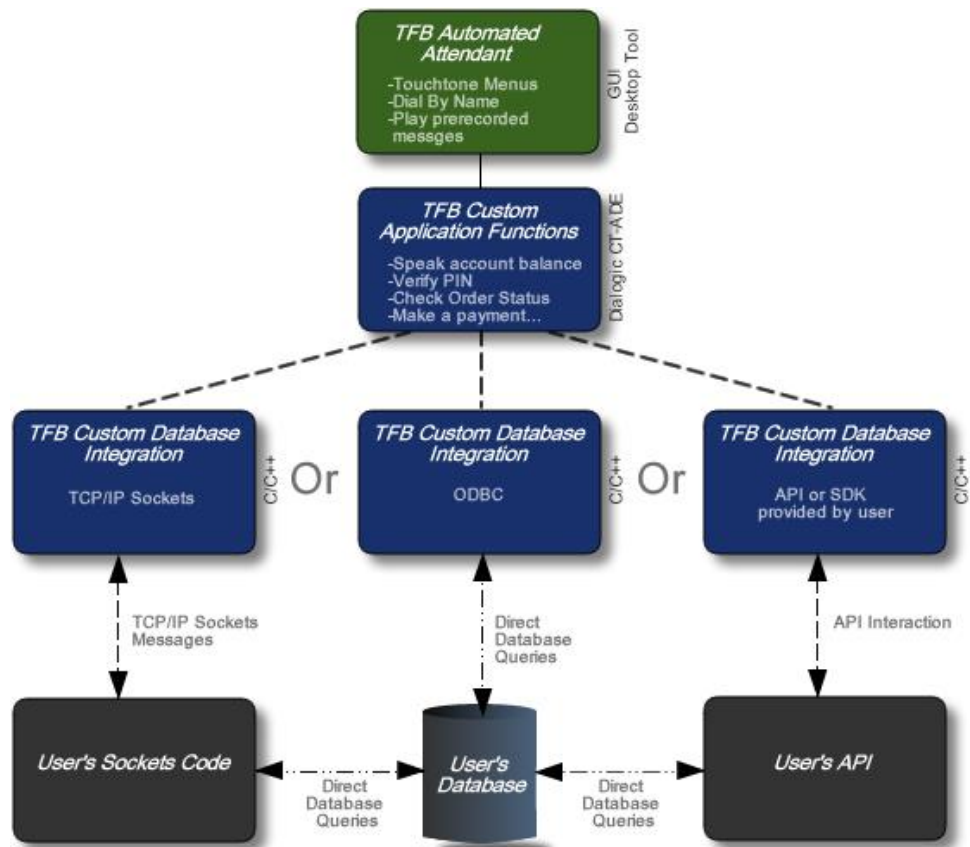


...design is driven by your business rules and goals...

TFB Professional Services develops custom IVR and CTI applications for a wide range of industries. TFB has deployed hundreds of custom applications that integrate to our customers' existing databases to automate repetitive tasks, and improve customer service...

How TFB Develops Custom Applications

For custom applications, the TFB Automated Attendant streamlines development by providing a graphical user interface for fast prototyping and development of the application framework – menu trees, touchtone menu functions, and call flow. Highly customized functions are added to this framework using the Dialogic Computer-Telephony Application Development Environment (CTADE). Integration to your database can be performed through sockets message passing, ODBC, or a proprietary API you supply. These integrations are typically performed as functions written in C/C++, which are called as DLL's from the CTADE code



Specifying Custom Applications

The application design is driven by your business rules and goals. The TFB Automated Attendant framework provides tools to allow quick definition of touch tone menus, each with their own voice prompt, and set of options. Typically, a single function is associated with each phone key on each menu. The voice prompt is the message that tells callers what each key does on that menu. Standard functions, common to each menu, should be defined also – press '0' to be transferred to an operator, press '*' to back up a menu, or '#' to go to the main menu. Built-in functions include *Transfer to Extension*, *Speak a Message*, *Go to Another Menu*, *Transfer to a Specific Split*, and so forth. In fact, the TFB Auto Attendant allows even novice users to quickly build call flow using the built-in functions.

Custom applications are typically required for integration to a database, such as functions that speak account balance, check insurance eligibility, or the status of an order. To build the entire application, TFB needs enough information to construct the menus, prompt the caller for touch tone input, speak information back to the caller, and access your database. The following describes those items in more detail.

1. **Call Flow** – Should specify what options, information, and routing will be offered each call. This is typically a flow chart, but it need not be formal, simply a sketch of menus and what the caller does on each menu – what information the caller enters and what information is spoken back, OR what action is taken, ie *transfer*, *go to another menu*, *speak a recorded message*, and so on.
2. **What Information is spoken to callers** – What data is spoken to the caller? Account numbers? Monetary amounts? Names? TFB applications can speak almost any information from your database to the caller. Note that if data other than numeric is required, such as names or other proper nouns, then those must either be prerecorded or, if the total possible list of names to speak is too large to prerecord, then the information must be spoken through text-to-speech.
3. **What Information do callers input** – What data does the caller enter? For touch tone applications is the data all numeric or are there special requirements for handling alphanumeric account codes, or for speech recognition?
4. **What does the application do with the data entered by the caller?**
 - **Retrieve data and speak it back?** If so, can the data be spoken from prerecorded messages, ie. Numbers, announcements, dates, monetary amounts? OR is Text to Speech (TTS) required, ie. Speaking names, addresses, other words stored in the database either too numerous or to frequently changed to make it practical to prerecord them.
 - **Other possible actions.** Write back to a database? Send in an email or to a printer? Make routing decisions? Provide screen pop when the call gets to an agent?
5. **Database access** - TFB offers numerous options for integration to your existing data environment, including ODBC and sockets messages. We can also integrate to proprietary APIs provided by the user. What suits your requirements:
 - **BEST – Select Integration via Sockets Messages if...** You have an internal development staff who can write simple sockets messages in TCP/IP to pass data back and forth between the IVR application and your database. This option is HIGHLY recommended because it gives you more control over your data. TFB works with your staff to establish a message-passing protocol, using our standard framework and sample code.
 - **Select Integration via ODBC if...** You don't have an internal development staff and have an ODBC-compliant database(s). TFB will need to know also if database JOIN's are required to retrieve information and whether your

DBA will manage and create stored procedures for the custom application to use in queries. If you have a DBA on staff, it is highly recommended that stored procedures be written for complex JOIN's and other queries. This gives your organization more control, and decreases reliance on TFB. Note that TFB cannot create or maintain stored procedures in your database environment.

- **Select Integration via a proprietary API if...** Your database(s) is not ODBC-compliant, but you DO own an API for that database, and DO NOT have an internal programming staff available to write TCP/IP sockets messages. TFB requires the API and all related documentation, along with remote access to a test server and the database.
6. **What are the reporting requirements?** The TFB Log Server provides peg counts along with transaction data for turnkey and custom applications. TFB Log Server is bundled with all custom IVR applications and can be used to report on user interaction with the system. TFB *ACD Reports* can optionally provide enhanced reporting capability on IVR transactions. The important thing is to determine what reports are most valuable to you so they can be built right in to the application.

Note: Data entered from a touch tone phone must be numeric.

About Purchase

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About TFB

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