

USA800 Hosted IVR Services

USA800 is a contact center services provider focused on providing its partners with custom solutions that deliver a substantive ROI. Leveraging interactive voice response can help lower overall customer communications costs while still providing an excellent customer experience. USA800 works with its partners to evaluate if and how to deploy IVR to provide a return on investment. USA800 always recommends a strategy that makes it easy for a customer to reach a live agent. However, there are certain simple call types across industries that lend themselves well to IVR self-service:

- Order status or back-order status calls
- Activation services
- Check balances
- Dealer or Retail locator services
- Lead capture (Overflow)

USA800's IVR Solution

The market for hosted IVR and hosted speech are expanding, rapidly driven by the search for lower costs and facilitated by the adoption of open standards such as VoiceXML. USA800's Voice Platform delivers a set of unique features that are specialized for requirements of our partners. USA800 has partnered with Holly5, a leading supplier of innovative IVR products to hosting providers. USA800 delivers IVR hosting with a high availability, massively scalable, flexible voice platform. The Holly Voice Platform has a set of unique capabilities that make the operation of hosted IVR simpler and provide value-add capabilities:

Holly5 Virtualization

Holly5™ IVR Virtualization goes beyond multi-application and multi-tenancy offerings of other IVR products to provide superior flexibility, greater responsiveness to evolving business and commercial requirements whilst maximizing the utilization of the IVR investment. Virtualization is achieved through aggregation, disaggregation or the combination of both. Virtual Aggregation is the virtualization technique that makes multiple physical resources appear as a single logical resource. Virtual disaggregation is the mirror virtualization technique that makes a single resource appear as multiple logical resources.

- **Lowest cost of ownership:** Central management of a widely distributed and shared infrastructure with consolidation of people, skills and business processes.
- **Self-Management Simplifies Ownership:** Each business unit can own one or many Virtual IVRs with independent management of applications, capacity, configuration and reporting.
- **Optimized infrastructure utilization:** Offers complete sharing of IVR hardware and software investments across a diversity of applications and business units. Unlike traditional IVRs, with Holly5 Virtual IVRs all resources are available for any service at any time.
- **Independent execution:** Holly5 Virtual IVRs avoid the conflicts created by traditional IVR solutions when services share infrastructure and compete for the control of system behaviors and resources.
- **Dynamic & Ready-To-Go:** It takes less than a minute to provision a new Virtual IVR and seconds to resize or reconfigure it. This provides the Virtual IVR owners with greatly improved responsiveness to changing business requirements over traditional IVR systems. Furthermore, these processes do not affect live calls or the behavior of other Virtual IVRs.
- **Secure:** Holly5 enforces strict isolation and security constraints. A Virtual IVR user cannot view the customer data, call records or configuration of another Virtual IVR. Similarly, changes to the configuration or behavior of each Virtual IVR are isolated.

Holly5 Redundancy

The Holly Voice Platform has a fully redundant architecture, automatic recovery processes and other capability to maintain service availability.

- **Distributed Architecture:** Holly Voice Platform may be deployed as a single hardware system or distributed in a multi-node, multi-site, multi-machine deployment. The Holly Management System provides for simple centralized management and reporting for a widely distributed system.
- **Redundant Architectures:** Each component of the Holly Voice Platform may be deployed as multiple instances with redundancy and scalability. Multiple instances of a component distribute the system load and provide resilience on the failure of any instance. Distributed redundant components provide high availability for deployments and can be architected to remove any single point of failure.
- **Automatic Fail-Over:** Every Holly component has the ability to automatically fail-over to an alternative component in the event of failure. In a majority of failure conditions Holly allows even active calls to proceed unaffected.
- **Keep-alive Functionality:** The Holly Voice Platform incorporates the Holly Foreman which acts as the process watcher. The Holly Foreman ensures that all required system processes are present, raises alarms on any failure and automatically restarts failed process to return the platform to full capacity.
- **Live Platform Provisioning:** Provisioning new capacity to a Holly system requires simply adding new components to an existing system with reuse of configuration from the central Holly Management System. Likewise platform components can be decommissioned and upgraded while taking live traffic.

IVR Application Builder – Open Methods - OpenVXML

USA800 has partnered with the leading provider of IVR consulting services and IVR application development. USA800 has purchased the OpenVXML platform that allows USA800 engineers in concert with Open Methods engineers to rapidly deploy IVR applications that solve our partners' business problems. From initial consulting services on potential IVR use case, to IVR design, to IVR development, USA800 works closely with its partners to deliver an excellent user experience.

Open VXML - Service Creation Simplified

A service creation environment focused on voice - OpenVXML is a leading platform for the creation and management of innovative voice applications. OpenVXML takes service creation development to new levels with the implementation of a GUI based development interface. OpenVXML makes it easy for anyone to develop an IVR. You just simply, Drag and Drop.

Enterprise Systems Management

OpenVXML Enterprise Server is a voice service hosting platform created for the enterprise. Built from the ground up to be fault tolerant and highly scalable, OpenVXML ES delivers the robustness and performance needed in today's changing business world. The Management console provides an intuitive GUI view of the entire platform. View currently deployed applications, provision new applications, or monitor overall platform health. The flexible nature of the OpenVXML ES component architecture allows for a wide variety of deployment options from a simple single server to a multi-site clustered environment.

Open Source

OpenVXML is built on Eclipse Platform, Eclipse is one the largest and best organized open source communities available today. Being Eclipse based allows easy integration to the entire Eclipse project repository as well as any Java library that is available for use. This means virtually unlimited flexibility. By combining the extensibility of Java, with the power of a large and growing development community, OpenVXML is continuing to be used across the globe as a standard tool for voice application development.