So, you’re thinking about investing in a VoiceXML solution, but you’re not sure if it’s the right choice. Here’s an overview to see if it’s a good fit for your business.
VoiceXML or the Voice eXtensible Markup Language is a scripting language for writing Voice enabled IVR and web services and applications.

⇒ VoiceXML is the 'HTML' for telephony based speech applications. It hides the complexities of the telephony platform from developers and provides an easy way of developing feature rich and media rich speech applications.

⇒ It uses Speech Recognition and DTMF for user input, and prerecorded Audio and Text-to-speech for output. VoiceXML is proposed by the VoiceXML forum and is an international standard for writing telephony based Voice Applications.
Improved Customer Satisfaction and Customer Retention
Speech recognition systems dramatically reduce customer "on-hold" time and eliminate irritating DTMF menus. Further, a reduction in hold-time leads to lesser Toll Charges. Callers receive consistent, dependable assistance in a fraction of time from any phone by using the most natural form of communication - speech.

24/7 Self-service Applications
Often customers get different answers to the same query depending on the time of the day, because human agents work in shifts. Automated agents can work round the clock and answer the calls accurately and consistently.

Additional Revenue Opportunities
Telcos and ISPs can use VoiceXML Technology to provide innovative personalized information services, content based value added services or transaction based services and generate additional revenues from extra talk-time or monthly basic monthly subscription fees.

Leverage existing Web Technologies and Networks
In a traditional IVR environment, applications are closely tied to the system using proprietary technologies. This makes it difficult to customize and add new functionalities to the IVR. VoiceXML based IVRs can use existing enterprise applications (EJB, JSP, Java beans) and provide flexibility in application design and content delivery. Also, unlike IVR applications, VoiceXML applications are simple to write and existing web development staff can easily learn VoiceXML.

Reduced Staffing, Operating and Maintenance
In typical contact center and customer care environments, skilled agents constitute a large portion of the total expenses. Using voice technologies, trivial and frequently asked questions can be answered by the Voice enabled IVR system and the agents are left to handle more complicated and revenue generating calls. In general, a simple call handled successfully by a VoiceXML Platform costs approximately 10% of the cost of an agent-handled call.

Additional channels for customer care
Businesses have been using different channels like email, chat, web and phone to interact with their customers. Of these channels, the telephone is the most popular and costly way of communication. Through the use of voice technologies, businesses can provide personalized and consistent support to their customers in a cost effective manner.
Features of VoiceXML

Application Logic is separated from the Voice Interface. This has two main advantages:

This enables businesses to use their existing investments in web technologies and infrastructure.

Businesses can outsource the Voice Interface Design and hosting while having full control on the application logic.

VoiceXML being an international standard lets you write the application once and run anywhere.

VoiceXML is independent of Speech and Telephony platform. This gives flexibility to choose the platform of choice.

VoiceXML is a simple scripting language. Application developers can develop application with ease without worrying about the complexities of the platform.

Top industry leaders are supporting VoiceXML because it has open standards supported by the W3C.

Fact: There are more than 3 billion internet users in counting.
Is your business ready?

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