

Voice Services

Rely on 20 years of experience building managed IVR solutions that maximize customer satisfaction and IVR usage.

What Makes First Data Voice Services Different?

- Access to the latest voice technologies with little upfront investment
- Extensive professional support team with over 20 years of experience
- User-centered approach to application design and development
- Usage-based model drives constant focus on application optimization
- Advanced integration capabilities with your host systems
- Over 500 live inbound and outbound applications

New Technologies Driving Expansion of Automated Customer Care Market

Speech Recognition, VoiceXML and biometrics are just a few examples of the newer technologies that are redefining what is possible in automated customer care. These technologies enable applications that would have been too difficult for customers to manipulate in a pure “touch tone” world and create terrific opportunities for companies to improve customer interaction and deflect call center expense. The market for speech recognition applications alone is projected to grow at a CAGR of 14.9 percent through 2010 driven by additional user-friendly self-service application development.

Speech Design that Puts the Caller First

At First Data, we maximize automated self-service not by limiting access to live agents, but rather by designing applications that put the needs of the caller first. This process, which we call Caller FIRST Design (CFD), is a key differentiator on several fronts:

- Discovery process provides multi-year roadmap for IVR automation based on your corporate goals and strategies
- Both pre-packaged and customized application components are recommended to drive maximum usage at the minimum cost
- Incorporate both brand equity and customer demographics into design strategy
- Development process maximizes leverage of client’s existing infrastructure
- Full prototype development and usability testing vs. “lab testing” incorporates both success rates and “likeability” of each application

Automated Inbound Customer Self-Service Applications

First Data can help you increase customer self-service rates by leveraging the right IVR technologies against the right business functions to design intuitive, user-friendly applications.

Streamline inbound inquiries

Significant development expertise in:

- Customer service applications
 - Account inquiry/profile management
 - Transaction status
 - IVR payments
 - PIN generation/account activation
 - Appointment scheduling
- Revenue generation applications
 - Product information requests
 - Contests/sweepstakes/promotions
 - Pre-paid card management
 - Direct response sales

Robust features

- Open-standards architecture
- Highly skilled development and operational support teams
- Supports all traditional and emerging technologies (DTMF, Speech Recognition, VoIP, Voice Biometrics)
- Hosted model provides flexible deployment options with minimal upfront capital

Call Routing

First Data delivers solutions leveraging natural language speech technologies and computer telephony integration (CTI) that ensure optimized call routing.

Intelligent call handling

- Customers quickly and accurately navigate the appropriate automated or CSR call treatment using easy, natural "How may I help you?" speech technologies
- Customers appreciate smooth call routing resulting from seamless integration of data captured in the IVR with back-end systems and CSR screen-pop
- Calls can be routed based on:
 - Automatic Number Identification (ANI)
 - Dialed Number Identification Service (DNIS)
 - Prior call history lookup
 - Alignment of customer needs to CSR skills

Improved customer interaction

- Able to automatically schedule outbound callbacks on inbound abandonment calls
- Drives calls to the most appropriate self-service or CSR target efficiently and accurately
- Enhances available management information
 - Real-time views of call disposition
 - CSR level transfer
 - Abandonment statistics

Data Collection and Transcription

First Data enables you to capture and transcribe requested information provided by your customers via our IVR-based data collection solution.

Improve data capture efficiency

- Allows for the collection of name, address, e-mail, phone or other data provided by your customers
- Data capture via speech-to-text transcription
- Automatically incorporates transcribed data into your customer profiles
- Saves CSR time while augmenting your database with critical customer information
- Commonly used to collect:
 - Account profile changes
 - E-mail and opt-in information
 - Information for delivery of marketing messages
 - Customer preference for future communications



Automated Outbound Voice Notifications

2Way-ConnectSM can help you deliver real-time customer notifications for less than the cost of a live agent call.

Event triggered alerts

Deliver customized messages through integrated customer communications tools:

- Customer service
- Risk management/fraud
- Collections
- Business continuity

Reduce communication costs

- 15-20 times less than live agent calls
- Over 50 percent less than direct mail
- Successful contact rates over 90 percent
- 25-30 percent calls transfer to live agent for issue resolution

Your Success is Our Success

To make sure each project is a "win-win," we:

- Perform detailed pre-assessment research on your current processes
- Recommend an optimization plan with supporting ROI analysis
- Track progress and support you with continuous improvement testing
- Support your business with our experienced program management team

A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

**For more information, contact your
First Data Sales Representative
or visit firstdata.com.**

