



LaunchPort™

Your “flight deck” for inbound voice communications

INI LaunchPort™ is a “flight deck” for inbound voice communications, providing a sophisticated announcement and targeted call routing system for Avaya Aura® Experience Portal (AAEP) and Avaya Voice Portal (AVP) platforms. Utilizing advanced caller identification technology, INI LaunchPort provides contact center administrators with the power to create targeted routing profiles based on predefined “call types.” INI LaunchPort streamlines call resolution by automating interactions that do not require an agent, dispatching calls to a self-service application, or connecting callers to the most appropriate agent.

Intelligent Routing for an Enhanced Customer Experience

The power of INI LaunchPort lies in its highly configurable interface that allows the contact center administrator to define specific call types with specialized services and routing instructions for each profile. Utilizing intelligence gathered from the caller and the enterprise database, INI LaunchPort creates a highly personalized caller experience that contributes to higher levels of customer satisfaction, brand loyalty and repeat business, including:

- Special handling for preferred customers
- Notifications and individualized services related to account status
- Greetings tailored to specific types of callers
- Customer activity-based offers and upselling

Custom Greetings and Floodgate Messages

INI LaunchPort can be configured to present custom greetings or temporary floodgate messages that provide significant information, often resolving the call without the need to speak with an agent. Unique greetings and floodgate messages can be assigned to multiple call types. Typical use cases for floodgate messaging include:

- Service outage information and updates
- Important special event notices
- Campus information statements
- Inclement weather and closure alerts

INI LaunchPort Administration

INI LaunchPort is integrated directly into the Avaya Aura® Experience Portal or Avaya Voice Portal. Authorized users are able to access the menu-based administration after entering a secure access code. Screen-based administration utilities are provided for defining call types, configuring service parameters, and loading phrases, greetings and floodgate messages.

APPLICATION BRIEF

INI LaunchPort™ Benefits

- Improve first call resolution through more accurate routing
- Improve customer satisfaction with faster, more intuitive routing to an appropriate resource
- Improve agent productivity by automating the greeting, identification and routing process
- Resolve common call concerns utilizing floodgate messaging
- Increase agent effectiveness when using screen pop integration
- Reduce administrative overhead by quickly and efficiently changing announcements

INI LaunchPort™ Features

- Configurable dual caller ID collection points
- Mask sensitive data
- Create custom greetings
- Create floodgate messages
- Support for multiple queues
- Define multiple call types
- Support for SSL web services encryption
- Screen-based administration
- Enhanced reporting capabilities

Optional Capabilities

- Speech recognition
- Screen pop integration support
- Self-service application integration

Interactive Northwest, Inc. (INI)

A tradition of excellence

Interactive Northwest, Inc. (INI) was founded in 1992 to provide custom communications solutions built upon leading IVR and telephony platforms. INI was one of the first companies to provide combined expertise in network and host connectivity, database integration and telephony networks needed to deploy advanced communication solutions.


INI grew out of a successful VAR business established in 1986 to sell and support AT&T's first data products, with an emphasis on voice messaging and voice processing services.

Today, the company is recognized for its expertise in voice response, speech recognition, CTI, security and SIP. Its devotion to quality and customer satisfaction is reflected in a track record of successful implementations in a variety of client environments.

INI's software products and services address the complete life cycle of self-service implementations—from solution design and project management to interface development and test, deployment, documentation, training and ongoing support.

The company's differentiation lies in areas critical to the success of self-service systems: deep technical expertise in the underlying technologies—networking, operating systems, database integration and computer telephony; a recognized talent for natural end-user dialog design that leads to a better experience for the caller; and a disciplined, highly tuned project management process that ensures successful completion of the most complex projects on time and in budget.

INI has leveraged this expertise to create innovative, standards-based tools that augment platform products. In addition, it has developed several database integration tools and speech-recognition system tuning approaches that speed implementation and ensure the highest possible quality.

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DEVCONNECT
TECHNOLOGY PARTNER

INI LaunchPort™

APPLICATION BRIEF

Complementary INI Applications

- Pay-by-Phone
- Account Inquiry
- Answers to FAQs
- Surveys
- Order Fulfillment
- Order Status
- Appointment Scheduling
- Eligibility/Claim Status
- Secure Messaging

System Requirements

- Avaya Aura® Experience Portal
- Avaya Voice Portal 4.0 and higher
- Avaya Communication Manager
- Avaya AES (TSAPI Basic Licenses) required for screen pop
- Avaya Call Center Elite Package
- INI Application Server

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