

# INI LaunchPort™

## Intelligent Call Routing for Enhanced Customer Experience

INI LaunchPort is a “flight deck” for inbound voice communications, providing a tailored announcement and targeted call routing system for Avaya Aura® Experience Portal (AAEP). 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.

### How it Works

Leveraging 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 boasts a 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, the application creates a highly personalized caller experience that contributes to higher levels of customer satisfaction, brand loyalty and repeat business.

### INI LaunchPort Features

- *Advanced caller identification*
- *Configuration of multiple call types*
- *Greetings and alerts tailored to specific known call types*
- *Support for SSL web services encryption*
- *Screen-based administration utilities*
- *INI Web Services API for back-end database integration*
- *Masking of credit card numbers and sensitive data*
- *Optional speech recognition*
- *Optional screen pop integration*
- *Optional self-service application integration*



### INI LaunchPort Benefits

- Increases first call resolution through more accurate routing
- Earns greater customer satisfaction with fast, intuitive routing
- Raises agent productivity with shorter calls
- Intelligently categorizes caller purpose to resolve common concerns
- Increases agent effectiveness when using screen pop integration
- Reduces administrative overhead by changing announcements



## Custom Greetings and Alert Messages

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

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

## Designed for Avaya

INI LaunchPort is engineered to complement the Avaya Aura® Experience Portal, offering intelligent routing to appropriate self-service applications or agents. Screen-based administration utilities are provided for defining call types, configuring service parameters, and loading phrases, greetings and alert messages.

## System Requirements

- Avaya Aura® Experience Portal 7.0 or later with an Avaya Orchestration Designer Runtime License
- INI Application Environment
- INI LaunchPort License
- Avaya Communication Manager
- Avaya AES (TSAPI basic licenses) required for screen pop
- Avaya Call Center Elite Package
- For spoken input, Compatible Automated Speech Recognition server and licenses



**Interactive Northwest, Inc. (INI)** was founded in 1992 to provide custom communications solutions built upon leading IVR and telephony platforms. It 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 is recognized for its expertise in voice response, speech recognition, CTI, security and SIP. INI's 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 leverages this expertise to create innovative, standards-based tools that augment platform products. In addition, INI has developed several database integration tools and speech-recognition system tuning approaches that speed implementation and ensure the highest possible quality.

