![Interactive Northwest, Inc. logo — INi] **Interactive Northwest, Inc.**
Customer Experience Solutions

INI FormStudio™

Create Easy Contact Center
Surveys & Caller Data Entry Forms

INI FormStudio is a highly configurable form application designed for Avaya contact centers to automate the data collection process for implementing surveys, reports, information requests, and other types of self-service data entry forms.

INI FormStudio provides contact center administrators with flexible options for creating, implementing, and analyzing forms. The added conveniences ensure a better experience for respondents while maintaining data integrity and keeping costs contained. When incorporated alongside other customer engagement applications, INI FormStudio contributes to a maximized return on investment for the IVR platform.

INI FormStudio Features

The web-based interface allows administrators to quickly and easily create and deploy forms, and offers a robust feature set.

- *Supports voice and visual interfaces*
- *Pre-built question types such as phone number, date, and time*
- *Open-ended voice recording*
- *Supports Speech-to-Text from industry-leading transcription engines*
- *Call and session information in form data*
- *Configurable transfers based on caller response*
- *Transcription interface with audio controls*
- *Concurrent transcription by multiple administrators*
- *Automated delivery of form data by email or to a predefined network location*
- *Easy integration with Avaya's Proactive Outreach Manager (POM) for use in outbound campaigns*

Increased Convenience for Respondents

Forms and surveys implemented with INI FormStudio are convenient and very easy for respondents to use, and for contact center administrators to create and administer. INI FormStudio increases accuracy and eliminates errors associated with legibility. Respondents can enjoy a more natural interface by saying the number of their selection, using a dialpad, or filling out a visual form on a smartphone browser. The ease of use contributes to increased utilization and response rates.

INI FormStudio Benefits

- Increases response rates

- Reduces paper forms from workflow

- Automates data collection

- Increases data accuracy

- Reduces staff & resource burden

- Offers convenient way to collect data anytime, anywhere

- Reduces caller time & effort

- Simplifies & speeds transcription process

- 24/7 access from any location

Powerful Options to Enhance INI FormStudio

INI FormStudio is a robust, feature-rich application that offers contact center administrators flexibility for form creation, deployment, and data delivery. For customers requiring specialized functionality, INI offers custom add-on enhancements.

Link Agent ID to Form Records

This add-on is designed to link agent identification to form records. By automating this process, forms may be seamlessly deployed after a call and linked to the agent who assisted the caller.

Direct Transfer of Form Records to Back-End Database

This powerful add-on is customized to interface with client back-end systems to transfer completed form records directly to a corporate database for maximum automation. Administrators can set data transfer parameters, allowing for transcription or approval of content before transfer is completed.

Outbound Ready

INI FormStudio is designed for the Avaya Aura® Experience Portal (AAEP) platform and integrates seamlessly with the Avaya Proactive Outreach Manager (POM) for outbound dialing and "campaign" management.

Visual Voice Forms

When INI FormStudio is paired with the Avaya POM engine, organizations can give callers the option to receive an SMS message with a link that opens a visual representation of the form on their smartphone browser.

System Requirements

- Avaya Aura® Experience Portal 7.0 or later with an Avaya Orchestration Designer Runtime License
- INI Application Environment
- INI FormStudio License
- For basic spoken input, Automated Speech Recognition License
- Google Chrome, Firefox, or Internet Explorer 11 or later
- For Speech-to-Text, a transcription engine license
- For outbound campaigns, a licensed IVR platform appropriately configured for outbound dialing

AVAYA
DevConnect
Tested

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. INI has a talent for natural end-user dialog design that leads to a better experience for the caller. INI's disciplined, highly-tuned project management process 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, it has developed several database integration tools and speech-recognition system tuning approaches that speed implementation and ensure the highest possible quality.