



**Press Release
For Immediate Release**

APEX COMMUNICATIONS ANNOUNCES VISUAL INTERACTIVE VOICE RESPONSE

**– Improve First Call Self-Service Resolution Rates with the
Collaborative Web-Based Voice and Visuals Mobile Application –**

WOODLAND HILLS, CA, May 27, 2015 — APEX Communications, a global provider of Application Servers, Service Delivery Platforms (SDP), and Service-Ready Solutions for network, customer care, and value-added services, today announced the availability of Visual Interactive Voice Response (Visual IVR) on its OmniVox3D® Application Server. As an interactive, two-way voice and data mobile application, the OmniVox3D Visual IVR innovatively extends the capabilities of traditional voice-only IVRs by transforming them into a collaborative web-based voice and visuals mobile application for smartphones and tablet, creating a more convenient, effortless, and engaging experience for callers.

The OmniVox3D Visual IVR enhances the self-service process by providing a simultaneous visual alternative to navigating voice-only IVR menus. Unlike voice solutions that can only speak one option at a time, the OmniVox3D Visual IVR displays a full set of menu options on a device's screen at one time, allowing users to quickly choose the path that is right for them. In fact, some studies show that a caller can navigate a visual IVR menu between four and five times quicker than a DTMF (dual-tone multi-frequency) IVR menu. By being able to share visual content during a standard voice call, the OmniVox3D Visual IVR offers a mobile experience that engages the caller both visually and audibly.

Although the primary purpose of the OmniVox3D Visual IVR is to improve first call self-service resolution rates, when a call has to be transferred to an agent, the OmniVox3D Visual IVR easily bridges the gap between Mobile, Self-Service, and Customer Care. By offering an omni-channel experience, the caller has the option to transfer the call to an agent, start a chat or text sessions, send an e-mail, or request a callback. Agents become more productive with reduced inbound calls and zero-outs, as the enhanced user experience leads to lower interaction abandonment and better average handle times. Additionally, with the ability for a seamless transfer at any place within a self-service interaction, the agent will be fully prepared as they will receive a rich screen pop displaying all the data entered by the caller since the OmniVox3D Visual IVR intelligently routes the call to the agent with context and

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continuity. Furthermore, if the visual portion of the call is still active when the call is transferred, the agent will be able to push content to the caller and also be able to see what the caller is seeing.

“The OmniVox3D Visual IVR revolutionizes the user interface of voice-only IVRs, exponentially improving the user experience and consistently delivering high levels of customer service satisfaction without sacrificing any functionality or options,” said Elhum Vahdat, Executive Vice President at APEX Communications. “By offering an interactive two-way voice and data interaction, OmniVox3D Visual IVR takes self-service to a whole new level of success while lowering overall costs.”

Some of the key features of the OmniVox3D Visual IVR include:

- 1) Reducing calls to agents by improving first call self-service resolution rates;
- 2) Minimizing average handling times (call duration) through increased selection accuracy;
- 3) Enabling the (easy) entry of complex alpha-numeric data through information rich input;
- 4) Eliminating data theft with secure communication channel for data exchange to and from the IVR;
- 5) Using the award-winning OmniView[®] Service Creation Environment to create and manage both visual and voice-only IVR services;
- 6) Offering to connect to an agent by transferring the call, starting a chat or text session, sending an e-mail, or requesting a callback.

About APEX Communications (www.apexcomm.com, info@apexcomm.com, +1 818.379.8400)

With over 15,000 installations across 100 countries since 1989, APEX is a global provider of Service Delivery Platforms (SDP), Application Servers, and Service-Ready Solutions to mobile and fixed line Network Operators, Telephone Equipment Manufacturers, Value Added Service Providers, Contact Centers, Enterprises, and Value Added Resellers for network, customer care, and value-added services using Voice, Video, Messaging (SMS, USSD), and Social Media.

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For more information contact:
Marketing Communications
APEX Communications
+1 818.379.8400 x104
marcomm@apexcomm.com