



**"TUVOX LOCATION FINDER QUICKLY PROVIDES CALLERS WITH THE NEAREST STORE OR BUSINESS LOCATION."**

## TUVOX LOCATION FINDER

The TuVox *Location Finder* On Demand Speech application enables callers to quickly locate the nearest store or business location using several search options.

Helping your prospects and customers find your nearest location quickly and easily by phone is essential to boosting in-store traffic and purchases. Increasingly, mobile consumers have little patience for thumbing through Yellow Pages or navigating through minuscule cellular phone screens.

*Location Finder* is ideal for businesses that take a significant number of calls requesting branch or store location information. *Location Finder* is particularly valuable for national and regional retail chain stores, branch banking, or service locations.

*Location Finder* enables businesses to handle location requests quickly and efficiently without taking up valuable centralized call center CSR time or pulling branch personnel from the sales floor to answer phone calls. Callers can search for and quickly receive location information - so that your callers get all the information they need quickly with easy-to-follow instructions.

*Location Finder* sounds crisp and clear, maximizing the use of professional voice recordings. For an economical, professional sounding approach, you can choose an existing voice 'talent' - or to maximize branding impact you can choose any voice talent available.

*Location Finder* supports variable search methods including phone number (ANI or spoke phone number), zip code, city & state, addresses or airport. Caller may further target their search by selecting from up to three location types or attributes to refine results. Location type or attribute search examples include: selecting to

search for staffed branches, self-service locations or both; locations open 24-hour or open regular business hours; or, locations with a drive through, wireless Internet access or nearest location.

Upon identification based on the caller's search criterion, the location information is delivered to the caller in two manageable sections or layers.

Following location information read back, callers are offered the option to have the information repeated, hear the next nearest location, search in a different area, return to the main menu of options or end the call. Direct Connect is an optional advanced feature that allows callers to be connected to their selected location.

## LOCATION FINDER OPTIONS

Part of the TuVox Application Suite, TuVox has designed, developed, tuned and perfected the pre-built *Location Finder* through over twenty deployments with some of the US and the world's most well known companies and millions successful calls.

### Pre-Built Design Components

#### ❖ Standard Location Search Methods

- Phone number (ANI or spoken phone number), zip code, city & state or airport
- *Optional advanced search methods: address*

#### ❖ Standard Location Type or Attribute Search Filter

- Up to three location types or attributes

#### ❖ Standard Location Information & Delivery

- Location Name, Descriptive Address 1, Descriptive Address 2, Street Address, City, State / Province, County, Postal Code, Hours, Phone, Fax

## BUSINESS BENEFITS

#### ❖ PROVEN HIGH AUTOMATION RATES

TuVox *Location Finder* has a proven pre-designed voice user interface leading to more successfully completed calls.

#### ❖ PROVEN CALLER ADOPTION

The TuVox approach to design leverages past experiences, allowing callers to immediately utilize the application in a pleasuring and engaging manner

#### ❖ IMPROVE IN-STORE CUSTOMER SATISFACTION

Maximize availability of in-store associates - no need for them to answer routine phone calls.

#### ❖ COMPELLING ROI

TuVox clients realize high automation rates and reduced call durations.

#### ❖ BUSINESS CONTROL OF APPLICATIONS VIA TUVOX PORTAL

Web based access to change messages, alter key application settings or roll-back changes

#### ❖ BEST-OF-BREED, STANDARDS-BASED APPROACH

TuVox *Location Finder* is a platform-independent, sophisticated VXML application

- Text-to-speech of location information
- Up to two layers of location information navigation
- *Optional advanced features: promotion by location, direct connect, services offered*

## TUVOX LOCATION FINDER INTEGRATION OPTIONS

Location Finder leverages your existing online location finder partnership and data with the leading online search and mapping providers, Microsoft MapPoint and MapQuest.

### ❖ Microsoft MapPoint Web Service



### ❖ MapQuest Site Advantage

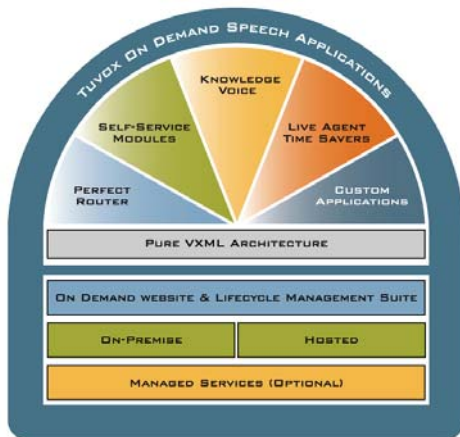


TuVox has a partnership and performed numerous integrations with both MapPoint and MapQuest. TuVox location finder experience, coupled with existing web service integrations reduce implementation time by leveraging pre-built components.

## THE TUVOX DIFFERENCE

### The TuVox On Demand Family

TuVox On Demand provides a compelling architecture and business model. With TuVox On Demand, you pay only for what you use. And, unlike traditional licensed software, there's no need to maintain software. Access what you need On Demand and pay per minute or completed transaction.



TuVox offers a wide range of voice self-service applications, including the award-winning TuVox Perfect Router™, TuVox Voice Knowledge and TuVox Name and Address Change and Capture. Other TuVox speech applications include more than 50 Self-Service Modules, Live Agent Time Savers, and custom applications.

TuVox's pure VXML architecture achieves maximum possible portability, risk mitigation and vendor independence.

TuVox gives you the ability to maintain your own speech applications. For companies that don't have the in-house expertise to manage speech applications, TuVox offers optional turnkey Managed Services in either a hosted or premise based model.

### On Demand Portal

Anytime access through a web browser to:

#### Application Management

Change open hours with TuVox SmartHours™. This unique capability combines speech automation with a web interface to allow you to easily manage hours without needing to record prompts – and provide clear information to callers about call-back periods.

Immediately close your call center in an emergency with the click of a button. A choice of pre-defined messages informs callers to call back.

#### Application Control

Specific aspects of your application can be controlled through the click of a button.

#### Prompt Update

You can upload your own voice “prompts” to your application with a few simple steps – allowing you to easily update the application.

#### Managerial Reporting

Reporting is the cornerstone of a successful voice automation system. Quickly see overall automation rates, transfer to agent rates, or system disconnect and system error rates. Also gain insight into how results vary by DNIS source, time of day, or season.

#### Optimization and Analytics

Improving the performance of a speech application requires analysis of *many* dimensions: high level call flow/design, detailed performance of each step, differential performance across different paths, how well the application is anticipating the correct words (grammar coverage), determining the speech recognition accuracy, finding out how well caller understand prompts. TuVox Analytics provide detailed insight into performance, and enable complete application optimization.

## TUVOX: SPEECH WITHIN REACH

TuVox provides world-class speech applications to customers around the globe. TuVox speech applications range from the “How May I Help You” accessibility of TuVox Perfect Router to our over 50 application modules. The TuVox On Demand system provides superior application control, managerial reporting, and optimization – truly placing world-class speech applications within reach.

## FEATURES

- ❖ Multiple Location Search Options
  - Phone Number
  - Zip Code
  - City & State
  - Airport
  - *Address (Optional Feature)*
- ❖ Location Type or Attribute Search Filter
- ❖ *Optional Direct Connect*
- ❖ Proactively Identify Callers via ANI (caller ID)
- ❖ Real Time Web Services Integration
  - Microsoft MapPoint
  - MapQuest Site Advantage
- ❖ Rapid Deployment
- ❖ On Demand
- ❖ Deployment Flexibility
  - Hosted Option
  - Premise Option
- ❖ TuVox Portal
  - Application Management
  - Prompt Updates
  - SmartHours™
  - Managerial Reporting
  - Application Optimization Analytics
- ❖ Built On Award-Winning TuVox On Demand Technology
- ❖ Speech Investment Protection Plan

## TUVOX DESIGN CENTER

Expertise at the heart of every TuVox Speech Application

- ❖ Utilize the unique ABC Methodology - “Always be Callable” - an industry-leading approach resulting in higher quality with less time.
- ❖ PhDs in various fields, with numerous patents and industry publications.
- ❖ Average of 12 years industrial experience in designing and tuning industry leading speech applications.
- ❖ Continuously developing innovative design strategies.
- ❖ Experts in utilizing statistical language modeling (SLM), text-to-speech and voice authentication technology.