

# Lumen<sup>SM</sup> EZ Route

Enhance business efficiency and customer satisfaction with automated IVR.

As a network-based interactive voice response (IVR) application, EZ Route provides contact-center functionality (e.g., menu routing, database routing and links to custom applications) that enables businesses of all sizes to answer calls, provide messages, create announcements and support call routing to live agents or other IVR applications through a menu-driven interface. Answer and route incoming calls seamlessly based on caller menu choices or ANI or DNIS information. You can also customize your system with announcements, professionally-recorded messages or routing tables and make changes as often as you like.

## Cost effective

- No capital investment required
- Calls routed to the correct location the first time, saving transport costs for bridged calls
- Pricing on a per-call rate

## Efficient

- Provide current status information to callers that can be updated in near real time
- Route to multiple locations or departments to handle call traffic spikes
- Build custom solution applications in as little as 30 minutes using the web-enabled IVR application wizard

## Adaptable

- Use your existing infrastructure to easily integrate with automatic call distributors (ACDs) and private branch exchanges (PBXs)
- Design your call management program to meet your changing business needs and deploy changes
- Change routing options in real time
- Customized application design reroutes incoming 8XX calls to be answered via touchtone or speech recognition menu

## Features

- Quick and simple creation of a voice menu and routing scheme via a web-based, graphical user interface (GUI), which includes assigning toll-free numbers and transfer-to numbers for routing



- Select from a touch-tone menu and/or speech recognition menu and extensive routing options:
  - Time-of-day, day-of-week and holiday routing directs calls to specific contacts based on the routing schedules you define
  - Geographic routing based on caller area code + prefix and 10-digit number
  - Database routing to transfer calls and provide announcements based on caller entered digits (CEDs), automatic number identification (ANI) and dialed number identification service (DNIS) information stored on your database
  - Percent allocation shares call traffic on a percentage basis to multiple phone numbers, area codes, prefixes or 10-digit networks
- Busy-ring-no-answer overflow (create a default route to another POTS/VNS/8XX if the primary destination is busy)

- Comprehensive, web-enabled IVR application wizard allows you to:
  - Build call flows, menus and route calls in real time
  - View on-screen diagrams that show call flow progress with announcement, menu and transfer points
  - Build user-defined menu levels (choose from up to 9 menu levels and an additional 9 menu options per level)
  - Remotely record and upload voice prompts in real time
  - Change routing options in real time to handle call traffic spikes
  - - Access web-based reports that contain current IVR call center traffic data
  - Dynamically assign a toll-free number to the application
  - - Get near real-time and historical call activity reporting
  - Access online documentation and help desk
- Go to node (enables calls to be routed from one EZ Route application to another)
- Busy-ring-no-answer messages and customizable hold music (you can upload your own hold music to play while calls are being transferred)
- Integration with Hosted IVR applications (i.e., application module redirect)
- Applications with routine responses can use the integrated text-to-speech features for menus and responses
- Scalable with virtually unlimited availability of ports to provide callers with access during peak calling periods
- Reliability created by the Lumen fully redundant, geographically dispersed network
- Pricing based on the number of calls made
- Disaster recovery:
  - In the case of a natural disaster or unforeseen event, call routing can be modified
  - Calls can be sent to employees' home phone numbers or mobile phones virtually anywhere or at any time
  - As conditions change, calls can be redistributed to alternative agents or sites through the administration interface; this keeps your business viable even during an emergency

### Other products available from Lumen

In addition to EZ Route, Lumen has an array of products to meet your call center needs, including our Toll-Free Service, Hosted IVR, Interaction Routing, Lumen and Networking services. You can also engage with us for business continuity planning and implementation services and professional services for solution design, integration, training, and network security planning.

## Why choose Lumen?

EZ Route makes it simple to deploy changes instantly with an easy-to-use graphical user interface. You also gain access to the highly reliable Lumen network and enjoy 24/7/365 customer support center availability and network and application monitoring, which provide exceptional assistance and comprehensive support that's always there when you need it.

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