



Key Operator Benefits

- **Easy to Operate and Maintain:** Dynamic and modular architecture consists of media, signaling and call flow modules that are managed separately but work in an integrated manner.
- **Faster Time-to-Market of Services:** Modular and dynamic architecture allows call flows to be created, updated and deployed in real-time without affecting the performance of other modules and the platform.
- **Flexible:** High level of flexibility in designing and deploying IVR based interactive services with configurable call flows, and simple drag and drop options.
- **Easy Integration:** Integrates easily at IN signaling, media and call flow levels with CRM, charging, and billing systems.
- **Cost-Effective:** Wide range of Codec and protocol (ISDN, SS7, SIP, SIGTRAN) support.

Market Dynamics

Today, we live in a fast-paced world where subscribers and customers alike expect improved interactions. At the same time, businesses are under constant pressure to innovate, keep up with new technologies and trends, and continuously improve their customer experience while reducing costs.

Success lies in robust and enhanced IVR (Interactive Voice Response) platforms that help automate inbound and outbound calls allowing mobile operators and enterprises to deliver differentiated customer services and experiences while improving their flexibility, time to market, and operational expenses.

Product Overview

Defne's **IVR Platform** enables mobile operators and enterprises to offer their customers interactive inbound and outbound services. It allows customers to interact with an enterprise's/MNO's host system via a telephone keypad or by speech recognition, after which interactive services can be inquired about through the IVR dialogue.

Equipped with high scalability, Defne's IVR Platform supports large call volumes and allows enterprises/MNOs to interact with callers, gather essential information, and route calls to the appropriate agents.

Defne's IVR Platform comes with its own API and call flow modules to allow operators and enterprises to create their own customized interactive service flows. It supports both pre-recorded and dynamically generated audio message responses to further direct users on how to proceed. The interactive services that can be offered through Defne's IVR Platform address multiple industries and include self-service care, billing inquiry, credit card payment, invoice collection, mobile purchases, banking payments, retail orders, utilities, travel information and weather condition.



Key Enterprise Benefits

- **Customized IVR Services:** Allows designing of secure and personalized services with configurable IVR flows, scripts, professional greetings, call waiting music, specific actions on different numbers, and more.
- **Boosts Customer Satisfaction:** Helps handle incoming call spikes and increase customer service efficiency with personalized self-service automation.
- **Reduces Operational Costs and Improves Business Efficiency:** Dynamic and automated IVR services reduce workload of agents and let them pay their attention to more urgent matters.

Key Features

- Easy-to-use predefined templates for service definition and configurable workflows for both inbound and outbound calls
- Supports SIP signaling and WEB-RTC protocol
- Easy and fast integration (billing, charging, CRM, Call Center, vs.) through API or W/S in real-time
- Handles high CPS (Calls Per Second)
- Wide range of HMP audio codecs support:
 - Basic: G.711
 - Optional: G.729, AMR, AMR-WB, AMR-NB, EVS, etc. (HD Voice and VOLTE)
- DTMF support
- **Optional:**
 - TTTS and ASR integration
 - Easy-to-use drag and drop service creation environment (SCEE) for development of custom service flows
 - Voice recording
 - Conference call
 - Multilanguage support

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