Web Services = Customer Service

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Services Oriented Architecture & Web Services

• SOA allows for each component on an IP-based network to independently and intelligently “serve” the other components on the network

• SOA has evolved from the existence of web services
  – Reusable software components, applications, or business processes
  – Accessed by a URL
  – Provides a commonly-defined, standard programmatic interface
What Makes SOA Different?

• Broadly adopted standards
• Loose coupling of modules
• Leveraging existing technology and infrastructure
Web Services In Action

Service Provider: UPS
Service Consumer: Web-based voice self service

Service Broker: http://ups.com/tools/wsd1

UDDI Inquiry
Find UPS Tracking Service
Register
UDDI Publish

WSDL
Service API

Client
XML (SOAP) through HTTP
Bind

Service
SOA: New Ways To Do New Things

How do you connect -
SOA Benefits for the Organization

- Rapid, incremental innovation
- Pragmatic implementation
- Creating a high level of agility
- Leverage existing technology platforms
SOA Benefits for the Contact Center

• Consistency across customer contact points
  – Common Data & Business Processes for
    • Self Service
      – Web
      – Mobile/Wireless
      – Voice
    – CTI
    – Messaging
    – Outbound
    – Assisted Service
    – Face to face customer service

• Integration across contact center applications
But sometimes there is just bad IVR!
Empowering Your customers and employees with speech technologies

SpeechTEKI 2006
The Voice Solutions Showcase

Thank You