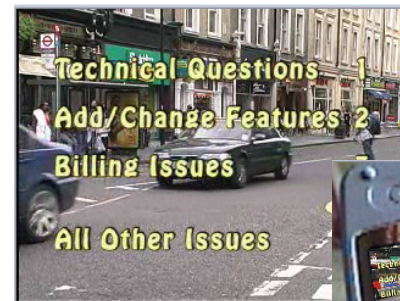


## Video Call Center – Cause and Effect of Videophone Success

Conversational video is no longer a fantasy. It is a reality today, and it will literally be in our hands tomorrow with the advent of conversational video in 3G. The proliferation of video-enabled devices and the rapid growth in available bandwidth are making conversational video increasingly available to businesses and consumers alike. The rise of conversational video creates new demands on businesses and on telecom service providers. As the number of video-equipped consumers increases, the demand for video-enabled services will also increase. Just to begin, carriers offering videophone services on 3G, UMT, and EV-DO networks will also need IVVR and video call centers, because:

- Videophone customer service just wouldn't seem whole if customers couldn't see the rep when they called for assistance.
- Video services that benefit users are needed to enhance the uptake rate for videophones.
- Offering hosted video call center services will give enterprises a way to create their own video call centers quickly and cost effectively, further fueling the demand for video calling.

Most existing call centers cannot support video with their current technology, creating a powerful new reason for enterprises to consider call center equipment upgrade and replacement options.



*IVVR provides callers with faster self-service using visual clues in addition to audio prompts*



## CosmoCom Video Call Center Solution

CosmoCom technology has long powered operational video call centers such as CSD, which provides video relay services to the hearing-impaired. CosmoCom is also the first to provide IVVR with GUI service creation and easy integration to the overall call center infrastructure. CosmoCom's field-proven video call center technology can provide interactive voice and video response (IVVR) as part of a complete video call center offering, or as a front-end to existing voice call centers. Thus CosmoCom enables smooth evolution from the voice-only call center, to self-service video, to full conversational voice and video.

## Interactive Voice and Video Response (IVVR)

IVVR adds a new multimodal dimension to the caller experience. In addition to hearing traditional IVR voice menus and announcements, a caller can now see menu choices to expedite the call, and receive video presentations while waiting for an agent, during transfers, or at appropriate places in the IVVR dialogue. This creates new service and revenue possibilities ranging from ad-subsidized free information, to paid entertainment, and more.

# CosmoCall Universe™ Video Call Center

IVVR can be used as a video front-end to a traditional voice call center, or as part of a video call center where callers see agents and vice versa when callers are so equipped. Call centers that can't be immediately upgraded to video can still offer IVVR to video-enable the self-service portion of the call and then transfers it to a voice agent in the legacy call center. In call centers that can upgrade to video, IVVR is the video-enabled prelude and gateway to the video agents.

The CosmoCall Universe IVVR system is an XML-based platform for self-service voice and video applications and prompt-response dialogues. CosmoDesigner, a simple GUI service creation tool, both defines the IVR and IVVR call flows, applies the parameters used by the ACD call routing rules, and sets up the call for the screen-pop on the agent's desktop.

## IVVR/Video Call Center Benefits

Interactive Voice and Video Response and video call center technology benefits all concerned:

### Caller Benefits

- The IVVR experience is faster and more interesting.
- Visual agent interaction is more engaging and enhances trust.

### Call Center Benefits

- Reduced costs through increased self service
- Improved communication – a picture is worth 1000 words
- Higher customer perception of the level of service
- Stronger customer bond
- New revenue opportunity through video advertising

### Mobile Service Provider Benefits

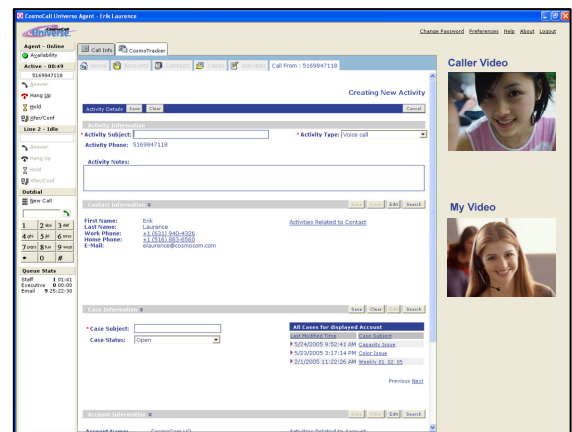
- Increased air time
- Expanded appeal of video-capable networks
- Video customer care for their own video customers
- Advertising revenue

### Fixed Line Service Provider Benefits

- Expanded appeal of videophones and kiosks
- New services for existing call center customers
- New caller-paid services
- Advertising revenue

## Why CosmoCom?

- Leader in network-hosted, multi-tenant call center platforms
- All current call center capabilities are available for video call center
- Simple GUI service creation tool
- Field-proven performance – Video Call Center in 14 locations operational since 2002



*The CosmoCall Universe Web Agent handling a video call.*