

VICORP SEES A STRONG MOVE FROM LEGACY IVR TO OPEN STANDARDS

There has been a period for a number of years in the call centre IVR market place, since the change of the millennium, where companies have been trying to sweat their IVR assets for as long as they could but now the time has come to refresh the technologies so that companies can now really take advantage of speech self service automation and to drive down costs by creating a good return on what we at Vicorp call “Return of Impression” within the telephony channel.

Vicorp have maintained a strong attitude towards remaining completely agnostic at the technology layer, in other words unlike our competitors we enable companies to build and deliver speech self service or applications that sit across the IVR Media services layer with no tie to the platform. This will enable companies to build strategies to migrate from the legacy world of proprietary IVR to the open standards VoiceXML arena.

Craig Ashmole, Vicorp’s VP International Sales, says, “speech will always be a subjective and emotive topic – what sounds good to one person will not be the same to another. So it is important to always offer flexible ‘roles based’ capability when deploying speech applications. It is no longer acceptable to deliver a speech service and then not have a means to improve or change elements of service on the fly.”

What Vicorp’s xMP offering will give potential customers will be the ability to:-

- Build and maintain your voice applications independently from your technology
- xMP will work simultaneously across multiple, or mixed VoiceXML platforms
- Enable state-of-the-art speech and multi-media advanced self-service applications to be created without detailed technical knowledge
- Enable parallel Proof of Concept (PoC) applications to be built early in the design and development phases – not at the end as in the “waterfall” approach often used today
- Extend seamlessly into Video and Multi media or Mobile Self-Service
- Allow multiple tenants or differing subsidiaries to be supported, securely, on a single platform
- Build in a fully scalable, high availability, Telco-grade SCE environment
- Enable one to allocate control to end clients or the various business departments, reducing administrative overhead
- Provide full reporting and detailed customisable analytics

Craig Ashmole, goes on to say, “Vicorp are about putting the control into the hands of the user, and enabling a world whereby you can realistically divorce the application service layer from the underlying technology layers. This will give companies the ability to drive a strategy which will address and be determined on their business needs and not on what a technology supplier insist is all they can have.”

About Vicorp

Vicorp, a London AIM listed company, is a leading provider of speech self-service solutions. The company drives realistic returns on investment across all verticals in the contact centre industry and has a unique approach to the full speech solution offering, enabling easy migration from legacy systems whilst providing businesses with control over their application environment.

Vicorp is an end-to-end service creation solution provider that helps organisations create and manage voice and data services rapidly and efficiently utilising media rich components, open standards and web technologies. The company is committed to remaining generic at the technology platform layer as this enables businesses to accommodate migration strategies and focus at realising the benefits of self-service automation independently of underlying technologies.

For further enquiries go to www.vicorp.com