

# interactive voice response

## Wessan has over 30 years of developing new, unique and forward-thinking IVR solutions.

Interactive Voice Response (IVR) is a computer based phone application that prompts callers with recorded messages, accepts input from the caller (spoken or touchtone) and then responds to that input with an appropriate reply.

### Save Time & Money

The interaction between phone and computer allows you to quickly and cost effectively obtain massive amounts of data from any group of people. Also, you can consistently and efficiently process calls, regardless of the hour or day of the week, no matter the time zone, weather, available manpower or language.

### Customer Service

Wessan also has the ability to seamlessly transfer callers out of our IVR system to a customer service department, an operator service or other departments or personnel.

### We Make it Easy

Wessan will write the script, provide the programming, hire the voice talent, record the messages, install the toll-free numbers, implement the program, provide you with the real-time data and then closely monitor the performance throughout the duration of your campaign.

### Interactive Voice Response Common Applications:

- Lead Generation
- Sweepstakes
- Contests & Games
- Product Recalls
- Consumer Promotions
- Information Requests
- Order Processing / Status
- Surveys & Market Research
- Call Routing
- Dealer Locators
- PIN Generation
- Security Code Verification
- Credit Card Activation
- Employee Training

and much more...

INNOVATIVE  
POWERFUL  
EXPERIENCED

### The Wessan Difference:

- Process Millions of IVR Calls
- Natural Language Speech Recognition
- Text to Speech
- Real-time Reporting
- Complete Integration with Text, Web Email and Mobile
- ANI Capture

Call 800-468-7800 or visit [wessan.com](http://wessan.com) for more information.