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# Parwan Electronics Corporation

## Insight Ô Interactive Voice Response System



*Provide Invaluable Customer Service to  
your Customers with Innovative IVR  
Applications*

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# Insight™ Interactive Voice Response System (IVR)

*Let the Callers Listen to what Your Data  
Base Information has to say*

## Introduction

The need for a human operator to handle a high volume of simple repetitive phone calls is a thing of the past. Today, computer telephony integration (CTI) leverages the power and versatility of computers to enhance phone systems with automated applications that answer and direct calls and even provide callers with the information they require – many times without having to speak to a call center agent.

Most customers have experienced automated call systems at one time or another. Have you ever called a business and been greeted by a voice prompting you to press (or say) a number to choose from a menu of options? You were interacting with either an auto attendant or an interactive voice response (IVR) system.

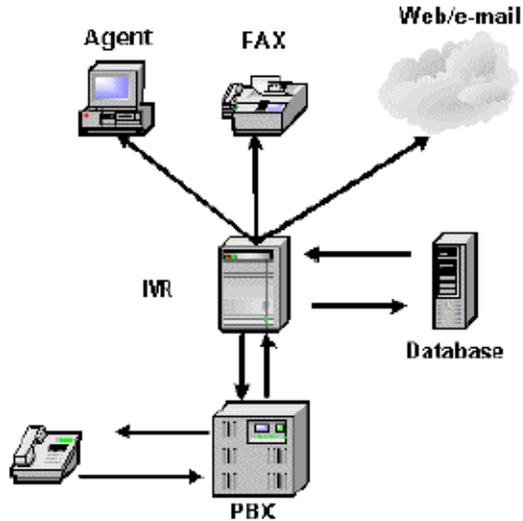
An auto attendant is a system that is integrated into an existing phone system or an external server to answer incoming phone calls. The auto attendant provides callers with a menu of options for navigating the phone system to reach the department or phone number they desire. An auto attendant can be quite simple, or it can provide advanced features such as voice recognition and text-to-speech translation. However, an auto attendant is unable to retrieve information from other systems, limiting its ability to be truly interactive.

On the other hand, IVR provides all the features of an auto attendant plus the ability to use input from callers to interact with separate external systems. IVR systems can improve call center efficiency with recorded, frequently requested information or by routing callers to the most relevant agent based on their input. IVR systems retrieve information requested by callers and present it in a variety of ways, such as a recorded or synthesized voice, fax, web page, or even an email. The advantage of an IVR system is that applications can be customized for almost any situation imaginable to accommodate callers' requests. For instance, IVR allows customers to call their credit card company, and by inputting their account number and password, get real-time information about their current account balance, amount of credit available, payoff information, etc. Or, someone might use the airline's IVR to check if his flight is on time before leaving for the airport.

IVR systems are used to remove the burden from human representatives and get customers the information they need quickly. The examples listed are only a few of the numerous implementations that are possible.

## IVR Elements

An IVR system is typically a separate server that contains digital signal processing (DSP) hardware that analyzes and reproduces voice patterns. The IVR server interacts with a phone system through a dedicated connection. The way in which the IVR server is connected to the phone system depends on its capabilities and physical connections. An IVR can be connected to a key system, PBX, or other type of phone switch through analog ports, digital ports, and even a LAN or WAN connection.



A unique quality of IVR is its ability to interact with many different systems to gather and present information back to a caller. IVR can access external database, retrieve the information it needs, and present it back to the caller over the phone through a synthesized voice, or it can use a fax, web, or email systems. If the customer requests it, his call can be put through to live agent as well.

A new trend in IVR technology is to allow access to the same information as a web browser using speech recognition technology to transmit the web site pages. A customer can access the web via the IVR, respond to voice prompts, ask questions, and if stuck or requiring additional information, default to a live agent from the IVR.

From inside a call center, IVR information can be passed to call agents through screen pop-ups, eliminating the need for a customer to constantly repeat information – and at the same time preparing the agent for the upcoming call. Also, an automatic call distributor (ACD) can use information gathered by the IVR application to route calls to the correct department, making it much easier for customers to get the service they require without being transferred from agent to agent.

## IVR Benefits

IVR systems provide customers with many services such as fax on demand, secure access to confidential account information, general information such as phone numbers and working hours, and an easy way to navigate through a complex phone system. From a business perspective, IVR adds to customer satisfaction by giving customers what they want, and several options to get it. If the customer is satisfied, the IVR system will pay for itself through increased sales. IVR systems also reduce call center costs by fielding the bulk of routine calls,

allowing live agents to handle only the calls that require specialized skills. Fewer agents perform the same amount of work and maintain the quality of the call center.

IVR systems also extend business hours, allowing customers to retrieve information or even place orders 24 hours a day, 7 days a week, whether agents are working or not.

Businesses also benefit when the IVR system is used to inform callers about products and services during hold time.

Additionally, an IVR system provides detailed information about call center activity and services that customers access, making it easy to tailor a call center to the specific needs of the customer and streamline operations to reduce waste.

## Maximizing your IVR

Most customers have had pleasant – or frustrating – experiences with IVR systems. An IVR system is only as good as its design, and a poor design can do more harm than good for a business if customer satisfaction decreases due to an IVR implementation. Below are some guidelines for planning an effective IVR solution.

### Scalability

Meeting current needs is an important goal, but an IVR solution should be easy to modify to support company's changing needs. Lines should be easily added or removed, additional features should be easily installed, and the IVR system should interoperate with existing equipment to reduce the need for additional interfaces and equipment.

### Performance

IVR systems come in all shapes and sizes. An underpowered IVR can cause customers to become impatient, and it may even drop calls because it cannot handle the volume of incoming traffic. It's important that an IVR system is able to handle the current number of incoming lines at maximum capacity.

### Customer satisfaction

IVR solutions should be designed with the customer in mind. Menus should be logically designed, and the options should be explained in a way that anyone can understand. Because it's difficult for callers to remember a long list of menu items, it's important to keep the number of options to a minimum and include the ability to repeat the choices.

While it is possible to record your own IVR menus, it is often preferable to have an agency record the voice of the IVR to make it as clear and professional as possible.

Finally, an effective way to ensure that your IVR is effective is to monitor the IVR logs to see how many calls are dropped, as dropped calls are an indication of customer frustration with the phone system.

## About PEC's Insight Applications Generator

The Insight IVR is an application generator that allows you full connectivity to the most popular databases including Microsoft Access, Microsoft Excel, Microsoft Fox Pro, dBase, bTrieve, Paradox, Informix, or standard text files. The Insight™ IVR can be used to read information from databases, write information to databases, as well as query databases and

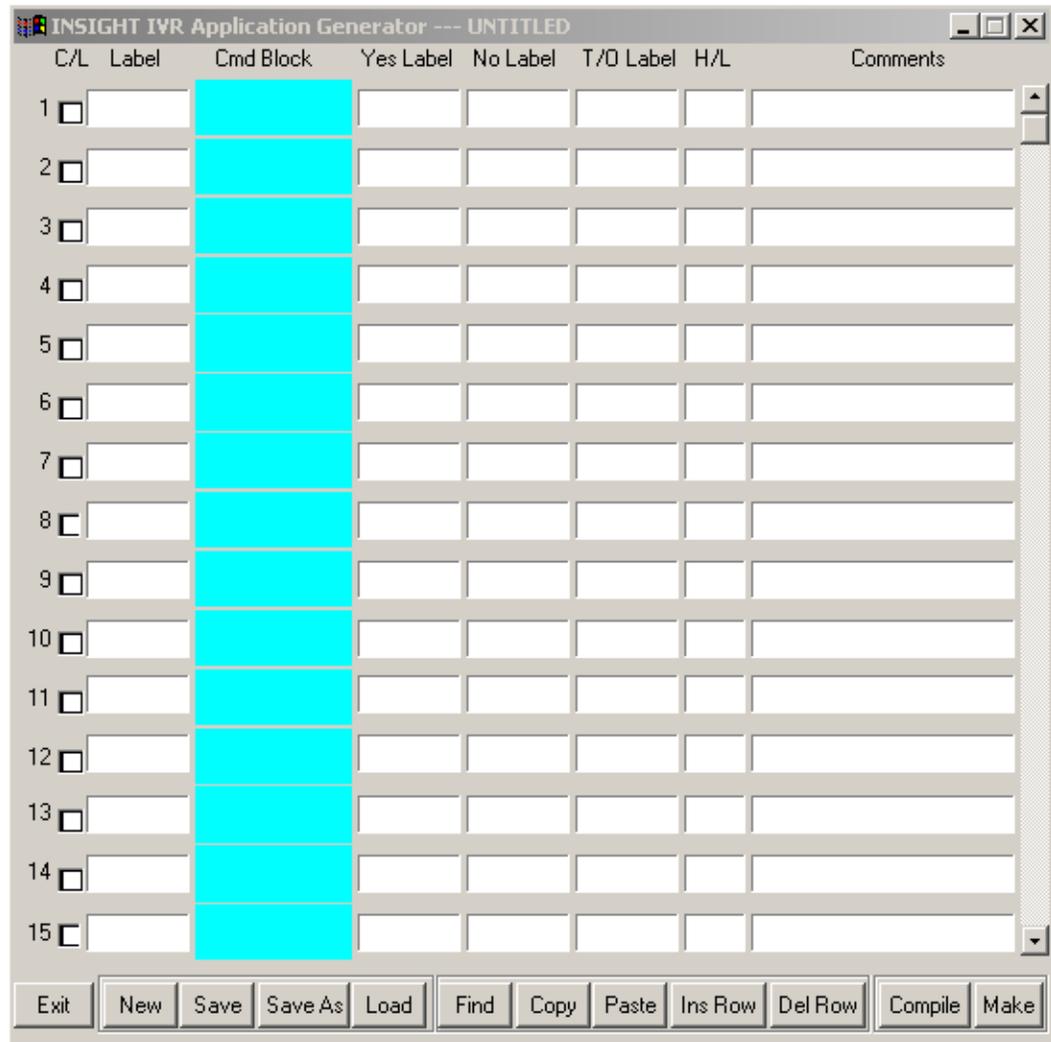
return information. Insight IVR™ performs over 40 different, customizable commands. You can setup properties for each command just as if you were executing the commands manually.

The Insight™ IVR applications are not stand alone applications. Applications are executed inside of a mailbox on your system. Insight IVR supports T1, E1, ISDN, DID, SS7, analog, VoIP SIP, VoIP H232, and interfaces. Callers can dial into an application directly or dial into the system and select an application to use. The Insight™ IVR runs on Dialogic (digital, VoIP, and analog) and OEM boards.

The Insight™ IVR will execute any application you create when a caller dials in. By using DTMF, you can allow callers to interact with the system. Advanced database technology allows you to read, write, append, search, and seek database information, you can record your product inventory, setup games, keep track of your customers or patients, or virtually any other application you can think of. The advanced, innovative technology, backed by a simple, easy to use, drag and drop interface makes writing applications easy.

### Applications Generator Programming Screen

An applications programmer uses the following data entry grid to implement his applications. Many sample applications are shipped with the software.



## Applications Generator Command Blocks

The Command Blocks palette allows you to click on any command block and drop it into the simple to use, graphical interface of Insight IVR. Each command block is completely customizable and arranged in groups by the function each will perform, voice mail functions, Database Functions, Date and Time functions, Text File functions, String functions, and finally other useful functions.



## Databases Supported

Many applications require a database interface with an IVR system. Insight provides emulation and links to many databases such as Microsoft Access, dBase, Foxpro, MS-SQL Server, ODBC, Informix, Oracle, MySql, and many others. Insight also can connect to IBM's AS-400 and support the DB2 database.

Data runs between the IVR system and the database application through specific variables. Applications can run embedded, be created on the fly, or through import/export facilities.

## Fax Support

### **Winfax® interface**

The Insight software can make use of the Winfax software from Semantic for sending out fax documents. You need a separate phone line for Winfax.

### **Rightfax®**

The Insight software can also interface with the Rightfax® server software.

### **Dialogic® Fax**

The Insight™ software has full support for the fax technology provided by the Dialogic® Corporation. The software can make use of the same phone line for voice and fax. The software supports the option of one call or two calls. For one call the caller calls from his machine and requests a document and then presses the Start button to receive his fax.

## Call Bridging

Call Bridging is a technique where a call arrives on one telephone line and goes out on another telephone line. The Insight software can receive a call on one telephone line and call out on another line and connect the caller to the called party. This feature is useful for digital trunks and other situations where the phone company does not provide the call transfer feature.

In some cases a caller presses “0” and wishes to talk to an operator, Insight™ transfers the call to a live person by bridging the calls.

## Credit Card Authorization Module

This module allows your callers to pay by their credit cards. In many cases if the caller wants to pay by a credit card, the Insight software asks the caller to enter his credit card number and the expiration date. Then the software invokes the Credit Card Authorization Module and sends a transaction to the credit card processing company. After the software receives the credit card authorization code, it concludes the call session.

## Phone Systems Supported

The Insight software supports most of the telephones in operation. For a complete list of phone models the software supports, see [www.voicesaver.com/vsswpbx.htm](http://www.voicesaver.com/vsswpbx.htm).

## Caller ID Support

The Insight software makes full use of the Caller ID. It logs all the calls received with the associated Caller ID's. It can also log the touch-tone keys the caller presses for further analysis.

## Internet Connection

### Web Interface

The Insight Web Interface allows multiple operators to provision the Insight IVR gateway based on the application. The Insight IVR allows you have to have Gateways

### Email Interface

The Insight software has the capability of sending emails. However, the IVR administrator must add the e-mails addresses.

## Optional Technologies

### Text to Speech

As an option to hearing your voice messages, the IVR system can effortlessly speak e-mail messages. You can listen to your e-mail from any telephone in the world. The system can read your product descriptions, names, addresses, news articles, and much more.

### Voice Recognition

Voice Recognition modules recognize words, names, spoken letters and numbers. Callers can spell names, order products, enter account numbers or zip codes, all without entering touch tones, just talking.

### Out Dial

This tool allows for importing a database of phone numbers into the IVR system. The system will out dial for confirming a delivery time, reminding patients of a doctors appointment, notify students of an event, or letting clients know their stock has been traded.

### Prepaid Calling Cards

Acting as a smart switch, an application could deliver debit card or pre-paid calling card service as a turnkey package.

## Some of the Applications

### For Cable TV companies

IVR FUNCTIONS	APPLICATIONS	THE BOTTON LINE
<ul style="list-style-type: none"> <li>• Automatically handle every call from customers.</li> <li>• Answer calls on the first ring, 7 days a week, 24 hours a day.</li> <li>• Speak to callers in human tone of voice.</li> <li>• Provide accurate and reliable information, up to date.</li> <li>• Resources your present personnel for more productive work.</li> </ul>	<ul style="list-style-type: none"> <li>• New service subscription orders</li> <li>• Subscription and programming rates information</li> <li>• Installation scheduling</li> <li>• Services interception</li> <li>• Problem status</li> <li>• Billing inquiries</li> <li>• Past due account information</li> <li>• Last payment received</li> <li>• Programming and special features information</li> <li>• Account balance</li> </ul>	<ul style="list-style-type: none"> <li>• Improved customer service</li> <li>• Enhanced productivity/streamlined staffing</li> <li>• Better subscriber communications</li> <li>• Lower cost</li> <li>• Efficient information flow</li> <li>• Expanded customer service hours</li> </ul>

### Banking Institutions

IVR FUNCTIONS	APPLICATIONS	THE BOTTON LINE
<ul style="list-style-type: none"> <li>• Automatically handle every call from employees, applicants and retirees.</li> <li>• Answer calls on the first ring, 7 days a week, 24 hours a day.</li> <li>• Speak to callers in human tone of voice.</li> <li>• Provide accurate and reliable information, up to date.</li> <li>• Resources your customer representatives for more productive work.</li> </ul>	<ul style="list-style-type: none"> <li>• Checking and savings balances</li> <li>• Credit authorization</li> <li>• Transaction history or special statements</li> <li>• Deposits credited and checks cleared</li> <li>• Loan payoffs</li> <li>• Check ordering</li> <li>• Funds transfer and bill paying</li> <li>• ATM locations and branch hours</li> <li>• Portfolio information and investment yields</li> </ul>	<ul style="list-style-type: none"> <li>• Improved service</li> <li>• Enhanced productivity</li> <li>• Lower cost</li> <li>• Efficient information flow</li> <li>• Customer satisfaction</li> <li>• Error detections by customers</li> </ul>

## Financial Services

IVR FUNCTIONS	APPLICATIONS	THE BOTTON LINE
<ul style="list-style-type: none"> <li>• Automatically handle every call from employees, applicants and retirees.</li> <li>• Answer calls on the first ring, 7 days a week, 24 hours a day.</li> <li>• Speak to callers in human tone of voice.</li> <li>• Provide accurate and reliable information, up to date.</li> <li>• Resources your customer representatives for more productive work</li> </ul>	<ul style="list-style-type: none"> <li>• Portfolio information</li> <li>• Account status inquiry</li> <li>• Treasury bill interest rates</li> <li>• Money market rates</li> <li>• Stock quotations</li> <li>• Proxy information</li> <li>• Market updates</li> <li>• Employee benefits information</li> </ul>	<ul style="list-style-type: none"> <li>• Improved service</li> <li>• Enhanced productivity</li> <li>• Lower cost</li> <li>• Efficient information flow</li> <li>• Customer satisfaction</li> <li>• Error detections by customers</li> </ul>

## Order Entry

IVR FUNCTIONS	APPLICATIONS	THE BOTTON LINE
<ul style="list-style-type: none"> <li>• Automatically handle every call from employees, applicants and retirees.</li> <li>• Answer calls on the first ring, 7 days a week, 24 hours a day.</li> <li>• Speak to callers in human tone of voice.</li> <li>• Provide accurate and reliable information, up to date.</li> <li>• Resources your personnel for more productive work.</li> </ul>	<ul style="list-style-type: none"> <li>• Order entry and order status</li> <li>• Purchase order and work order processing</li> <li>• Shipping status</li> <li>• Billing information</li> <li>• Inventory control</li> <li>• Product specifications</li> <li>• Price quoting/trade discounts</li> <li>• New product announcements</li> <li>• Historical account data</li> <li>• Dispatching</li> <li>• Scheduling</li> <li>• Credit card clearing</li> </ul>	<ul style="list-style-type: none"> <li>• Improved service</li> <li>• Enhanced productivity</li> <li>• Lower cost</li> <li>• Efficient information flow</li> <li>• Customer satisfaction</li> </ul>

## Utility Company

IVR FUNCTIONS	APPLICATIONS	THE BOTTON LINE
<ul style="list-style-type: none"> <li>• Automatically handle every call from employees, applicants and retirees.</li> <li>• Answer calls on the first ring, 7 days a week, 24 hours a day.</li> <li>• Speak to callers in human tone of voice.</li> <li>• Provide accurate and reliable information, up to date.</li> <li>• Resources your customer service representatives and operators for more productive work.</li> </ul>	<ul style="list-style-type: none"> <li>• Temporary disconnect and reconnect</li> <li>• Customer service inquiries</li> <li>• Customer meter reading</li> <li>• Crisis communications: power-outages</li> <li>• Outdial for service reinstatement notification</li> <li>• Emergency service notification</li> <li>• After-hours service restoration</li> <li>• Service center locations</li> <li>• Customer account inquires</li> <li>• Crew scheduling</li> <li>• Rate information</li> <li>• Advanced installation notification</li> <li>• Service outage dispatching and reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Improved service</li> <li>• Enhanced productivity</li> <li>• Lower cost</li> <li>• Efficient information flow</li> <li>• Customer satisfaction</li> <li>• More employee satisfaction</li> </ul>

## Health Care Industries

IVR FUNCTIONS	APPLICATIONS	THE BOTTON LINE
<ul style="list-style-type: none"> <li>• Automatically handle every call</li> <li>• Answer calls on the first ring, 7 days a week, 24 hours a day.</li> <li>• Multi-lingual prompts</li> <li>• Speak to callers in human tone of voice</li> <li>• Provide accurate and reliable information, up to date.</li> <li>• Resources your support staff for more productive work</li> </ul>	<ul style="list-style-type: none"> <li>• Payment tracking</li> <li>• Claims processing and billing</li> <li>• Admittance and discharge records</li> <li>• Inventory reports</li> <li>• Office locations and operating hours</li> <li>• Change of address</li> <li>• Routing of callers to specific personnel</li> </ul>	<ul style="list-style-type: none"> <li>• Improved service</li> <li>• Enhanced productivity</li> <li>• Lower cost</li> <li>• Efficient information flow</li> <li>• Reduced staffing requirements</li> <li>• Reduced paper environment</li> </ul>

## Municipalities and Local Governments

IVR FUNCTIONS	APPLICATIONS	THE BOTTON LINE
<ul style="list-style-type: none"> <li>• Automatically handle every call from constituents, commuters, and general public.</li> <li>• Answer calls on the first ring, 7 days a week, 24 hours a day.</li> <li>• Speak to callers in human tone of voice.</li> <li>• Provide accurate and reliable information, up to date.</li> <li>• Resources your human resource representative for more productive work.</li> </ul>	<ul style="list-style-type: none"> <li>• Municipal services information</li> <li>• Schedule inspections</li> <li>• Pay property tax</li> <li>• Pay traffic violation tickets</li> <li>• Pay for parking meters</li> <li>• Dial-out and reminder services</li> <li>• Employee communications</li> <li>• Schedule interview appointments</li> <li>• Personnel record auditing and tracking</li> <li>• Payroll inquiries</li> <li>• Crisis communications: disasters, closings due to weather.</li> </ul>	<ul style="list-style-type: none"> <li>• Improved service</li> <li>• Enhanced productivity</li> <li>• Lower cost</li> <li>• Efficient collection</li> <li>• Efficient information flow</li> <li>• More citizen satisfaction</li> <li>• More employee satisfaction</li> </ul>

## Telecommunications Companies

IVR FUNCTIONS	APPLICATIONS	THE BOTTON LINE
<ul style="list-style-type: none"> <li>• Automatically handle every call from subscribers, new customers, and general public.</li> <li>• Answer calls on the first ring, 7 days a week, 24 hours a day.</li> <li>• Speak to callers in human tone of voice.</li> <li>• Provide accurate and reliable information, up to date.</li> <li>• Resources your human resource representative for more productive work.</li> </ul>	<ul style="list-style-type: none"> <li>• Directory assistance call completion</li> <li>• Phone service disconnect and reconnect</li> <li>• Customer service inquiries</li> <li>• Collect call verification and announcement</li> <li>• Credit card calling and card verification</li> <li>• Outdial for service reinstatement notification</li> <li>• Emergency service notification</li> <li>• After-hours service restoration</li> <li>• Service center locations</li> <li>• Customer account inquiries</li> <li>• Crew scheduling</li> <li>• Advanced installation notification</li> <li>• Service outage dispatching and reporting</li> <li>• MIS help desk automation</li> <li>• Employee benefits inquires</li> </ul>	<ul style="list-style-type: none"> <li>• Improved service</li> <li>• Enhanced productivity</li> <li>• Lower cost</li> <li>• Efficient collection</li> <li>• Efficient information flow</li> <li>• More citizen satisfaction</li> <li>• More employee satisfaction</li> </ul>

## Information Provider Companies

IVR FUNCTIONS	APPLICATIONS	THE BOTTON LINE
<ul style="list-style-type: none"> <li>• Automatically handle thousands of calls.</li> <li>• Answer calls on the first ring, 7 days a week, 24 hours a day.</li> <li>• Speak to callers in human tone of voice.</li> <li>• Provide accurate and reliable information, up to date.</li> <li>• Resources your human resource representative for more productive work.</li> </ul>	<ul style="list-style-type: none"> <li>• 800/900 premium calls</li> <li>• Subscription fulfillment</li> <li>• Merchandise ordering</li> <li>• Entertainment inquiries</li> <li>• Fund raising</li> <li>• Locator services</li> <li>• Sports information</li> <li>• General information services</li> <li>• Membership renewal</li> <li>• Rate information</li> <li>• Classified ad responses</li> </ul>	<ul style="list-style-type: none"> <li>• Improved service</li> <li>• Enhanced productivity/streamlined staffing</li> <li>• Better telephone representative communications</li> <li>• Lower cost</li> <li>• Efficient collection</li> <li>• Efficient information flow</li> <li>• Improved client satisfaction</li> </ul>

## Human Resource Departments

IVR FUNCTIONS	APPLICATIONS	THE BOTTON LINE
<ul style="list-style-type: none"> <li>• Automatically handle every call from employees, applicants and retirees.</li> <li>• Answer calls on the first ring, 7 days a week, 24 hours a day.</li> <li>• Speak to callers in human tone of voice.</li> <li>• Provide accurate and reliable information, up to date.</li> <li>• Resources your human resource representative for more productive work.</li> </ul>	<ul style="list-style-type: none"> <li>• Benefits and pension plan information</li> <li>• Pension, 401K and stock-purchase account servicing</li> <li>• Employment application information</li> <li>• Training course scheduling and sign-up</li> <li>• Employee communications</li> <li>• Schedule interview appointments</li> <li>• Personnel record auditing and tracking</li> <li>• Payroll inquiries</li> <li>• Crisis communications: disasters, closings due to weather.</li> </ul>	<ul style="list-style-type: none"> <li>• Improved service</li> <li>• Enhanced productivity</li> <li>• Lower cost</li> <li>• Efficient information flow</li> <li>• More employee satisfaction</li> </ul>

## Outbound Telemarketing Companies

IVR FUNCTIONS	APPLICATIONS	THE BOTTON LINE
<ul style="list-style-type: none"> <li>• Connect to the phone list database</li> <li>• Automatically make thousands of outbound calls based on information in scheduler.</li> <li>• Detect connect, answering machines, busy, no answers, and out of service lines.</li> <li>• Play message to the called party.</li> <li>• Allow the called party to press a Dtmf key on his/her phone</li> <li>• Call transfer to live operator.</li> <li>• Record response from the called party</li> <li>• Support for multi-tenant application</li> <li>• Comprehensive reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Reminder services</li> <li>• Marketing ring tones</li> <li>• Marketing new music</li> <li>• Disaster event notification.</li> <li>• Bill collection.</li> <li>• Reminder services.</li> <li>• Political campaigns.</li> <li>• Utility service repair notifications.</li> <li>• Religious event notification.</li> <li>• Leaving special messages on answering machines.</li> <li>• Mortgage &amp; Finance Lead Generation</li> <li>• Insurance Lead Generation</li> <li>• Carpet and Maintenance Lead Generation</li> <li>• Real Estate Lead Generation</li> <li>• Pest Control Lead Generation</li> <li>• Multi Level Marketing Downline Messaging</li> <li>• Political Marketing</li> <li>• Follow up with Existing Business Contacts</li> <li>• Meeting, Seminar and Conference Notifications</li> <li>• Auto Dealership Service Reminders</li> <li>• Auto Glass Repair</li> <li>• Auto-Proofing of an existing Database of Phone Numbers</li> <li>• Satellite Sales</li> <li>• CPA'S</li> <li>• Carpet Cleaning</li> <li>• Fund Raising</li> <li>• Generate leads for home improvement projects</li> <li>• Sports information</li> <li>• General information services</li> <li>• Membership renewal</li> <li>• Rate information</li> <li>• Classified ad responses</li> </ul>	<ul style="list-style-type: none"> <li>• Improved service</li> <li>• Enhanced productivity/streamlined staffing</li> <li>• Better telephone representative communications</li> <li>• Lower cost</li> <li>• Efficient collection</li> <li>• Efficient information flow</li> <li>• Improved client satisfaction</li> </ul>

## System Specifications

<b>Port Capacity</b>	
Number of Ports	2 – 320
<b>Normal Environmental</b>	
Temperature	40 to 100° F
Altitude	Change -1000 to 10,000 ft. AL
Humidity	20 to 80% non condensing
External Power Supply Module	100-120 V 0.39 A 50-60 Hz
Heat Dissipation	5,500 BTU per hour
<b>Regulatory Approvals</b>	
Safety	UL 1459, Second Edition/CSA / C222, No. 220
EMC	FCC Part 15, Class A
Telecom	FCC Part 68/DOC, CS-03
<b>Data Communications</b>	Rs-232C, Ethernet, TCP/IP
<b>Signaling</b>	SMDI/SMSI, In-band (MF & DTMF) / R1, R2 MFC, SS7, ISDN PRI, DID Reversed Voltage, VoIP SIP, VoIP H232
<b>Network Interface</b>	Ground Start, Loop Start, DID Trunk, T1 - ES-AMI D4, E1, T1 - ESF- ISDN, VoIP

## Computer System Requirements

Intel PentiumDual Core or higher processor  
Windows XP Professional or higher  
1 GBytes of RAM  
CD/DVD-RW Drive  
300 GB or larger Hard Drive (Note: 10MB = 1 Hour of voice)  
Remote Admin Remote Support Software  
VGA Port and LCD monitor  
Keyboard, Mouse  
Database Software  
Voice Response Board(s)

## Conclusion

An IVR system is a powerful tool for increasing customer satisfaction, and it can help reduce the overall cost of a call center while maintaining or even increasing the number of incoming calls. However, too much of a good thing can be counter-productive. A balance of automation and good old-fashioned customer service is often more effective than a faceless machine, and in today's highly competitive marketplace, a smiling face and a firm digital handshake can give any business an edge.

## About Parwan Electronics Corporation (PEC)

An Founded in 1984, Parwan Electronics Corporation has grown to become a leader in the voice processing industry, now located in Aberdeen, New Jersey, a corporate center just outside of New York city, New York. PEC also maintains a full functioning facility in New Delhi, India that supports the customers in South Asia and Middle East.

PEC is the original designer and developer of PC-based voice processing systems. The feature-rich, stable software is designed to run on commercially available PC's and voice processing cards. PEC can provide your company with the software and hardware to convert existing PC's into efficient Voice Mail and Interactive Voice Response (IVR) systems as well as help you decide on a new PC-based telephony solution for your organization.

### Staff

PEC is dedicated exclusively to the telecom software field. The entire organization is geared to quality software products that meet important telecom needs, at cost effective prices. PEC employees approximately 45 skilled senior software engineers, support staff members, and sales personnel devoted to bringing you quality products, competitive prices, and full technical support. The knowledgeable technical support teams employed by PEC are available to assist you during installation and the operating of your system.

### Mission

Since 1984, PEC has been creating innovative, bullet-proof software. With a product line ranging from small scale voice mail systems to high end dial out, and call testing programs, PEC is guaranteed to have a product to suit your computer telephony needs. PEC has close to 24 years of experience in the Voice Processing industry and has researched and developed feature rich, efficient, cost-effective products. PEC products meet all industry standards and go beyond them to offer you the latest in telecommunication technology. PEC's knowledgeable technical support staff is always available and ready to answer all of your questions.

### Integration

PEC software products support loop-start, ground-start, DID, T1, E1, Signaling 5 (SS#5), Signaling 7 (SS#7), ISDN, and the VoIP Session Initiation Protocol (SIP) and H.232 interfaces. Voice Mail and Automated Attendant features are fully integrated to operate on any PBX and central office (CO) switches . Powerful software developed by PEC functions with the most efficient voice processing boards available providing you with clearer, faster, service and functionality.

### Marketing

PEC has designed products with the small business owner as well as the corporate market in thought. Since the founding of PEC by Suraj Tschand in 1984, PEC has been designing and developing products that can be customized to your needs. For small companies, PEC has developed software with 2, 4, or 8 ports. In contrast, PEC has designed and developed software with 24, 30, 60, 96, 120, 240, and 480 ports to meet the needs of large service providers.

PEC prides itself on the ability to deliver their customers quality products at cost-effective prices. PEC is a conservative, long-term thinking company that is one of the founders of the voice processing industry.

### **Global Distribution**

PEC has installed over 70,000 ports of installed software worldwide. Due to PEC's support for all standard telephone signaling protocols such as T1, E1, SS#5, SS7/C7, SIP, H.232 etc. we have been able to install ports worldwide. PEC's software is designed to run on multiple platforms including Microsoft Windows NT/2000/XP/2003/Vista and Vmware. PEC products are successfully running in North & South America, Asia, Eastern & Western Europe, as well as in Africa.

### **Address and Contact Information**



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