

## MicroMessenger Outbound Notification Application for IVR

MicroAutomation's MicroMessenger™ is an Interactive Voice Response (IVR) or Self-Service application that provides automated outbound dialing functionality. MicroMessenger can be programmed to dynamically call customers and provide them with pre-recorded status or information. MicroMessenger can also be configured to play dynamic messages and record user responses. Call success is determined by the criteria you specify. MicroMessenger can be configured to adjust for different time zones so that calls to customers are placed at the proper time.

MicroMessenger accesses customer information directly from your host database or from information periodically downloaded to a relational database. Downloaded customer information is stored in customer calling lists maintained as tables in a relational database. The relational database can be installed locally on the IVR system or can be located remotely on a host computer.

MicroMessenger's automated dialing process detects live persons, answering machines, operator intercept tones, busy signals, fax/modems, network busy signals, and ring-no-answer situations. When a live person is detected, MicroMessenger can be configured to play a pre-recorded announcement. When an answering machine is detected, MicroMessenger can be configured to wait for the answering machine tone and then play an alternate pre-recorded announcement. In either case, dynamic information such as a telephone number or dates and times can be played from information retrieved from the customer's database record.

### MICROMESSENGER SOLUTION COMPONENTS

A MicroMessenger Solution can be configured to:

- Recall customers for a finite number of times before marking the record as incomplete
- Place a called party at the end of the dial list to be called again after one complete cycle through the list
- Set aside a called party for manual processing at a later time
- Range from 4 to 96 ports per system for maximum efficiency
- Include custom features tailored to your specific call center environment

### ABOUT MICROAUTOMATION

MicroAutomation is a leading systems integrator offering an extensive range of call center technology solutions and professional services. Since 1991, MicroAutomation has designed, developed, and implemented solutions worldwide in a wide variety of industries, such as Healthcare, Utilities, Emergency Services and Government. We specialize in implementing Self-Service and Call Control applications, as well as providing comprehensive Analytics and Reporting solutions to enhance the overall caller experience. The call center technologies implemented by MicroAutomation improve millions of customer interactions every day. MicroAutomation solutions help companies maximize the efficiency of their call center infrastructures and empower their customer service strategies. MicroAutomation is a privately-held corporation headquartered in Manassas, Virginia.

### CONTACT US FOR FURTHER INFORMATION

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### MICROMESSENGER BENEFITS

- Reduce operating costs
- Personalize the customer experience
- Increase customer satisfaction
- Improve live agent efficiency and utilization
- Provide fast, efficient caller self-service options
- Is highly flexible and is easily integrated with your existing infrastructure
- Is easily customized to meet the specific needs of your contact center

