



*Outbound and Proactive Calling strategies have become very important as Contact Centers try to actively reach their customer base and prospects, improving customer satisfaction and retention as well as the overall performance of the resources at hand. The NetBorder Call Analyzer software provides the most accurate and resilient Call Progress Analysis engine, enabling fast and reliable real-time call classification and driving the efficiency and quality of automated calling applications to unmatched levels.*

## Features & Benefits

- **Best in industry accuracy and response time**—With its patent-pending algorithms, NetBorder delivers the highest accuracy and call delivery rates for automated calling applications
- **Resilience against different calling conditions**—The statistical models used by NetBorder have built-in robustness to background noise, network conditions
- **Standards-based integration via SIP**—No proprietary Application Programming Interfaces. Support for both PSTN and VoIP networks
- **Operations in a dynamic environment**—NetBorder uses call progress confidence measure which allows to adapt the call progress according to contact center operating conditions
- **Streamlined tuning process**—The statistical approach eliminates the need for long and frequent tuning cycles of the call progress parameters

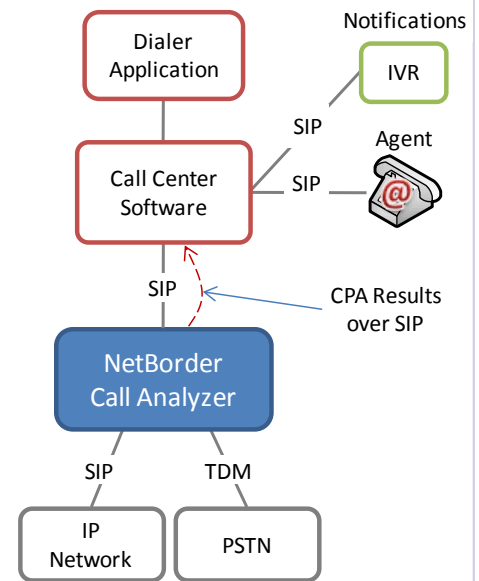
## Business Challenges

Everyone knows that resources are scarce and precious in a contact center. The issue of resource effectiveness is even more acute when running an outbound or proactive calling application, because agents, or expensive IVR resources, can spend a lot of time waiting for the calls to be answered by an available customer or prospect. In a number of real-life campaigns, dialing applications often reach their target in less than 30% of the call attempts. This is why contact center managers seek technology that automate the activity of reaching out to the target, without involvement from the agent or the IVR.

Call Progress Analysis (CPA), also called Call Progress Detection (CPD), is a generic term for signal processing algorithms that operate on audio during call setup. The goal of CPA is to determine the nature of the callee or the outcome of call setup to an external network. Specifically, when a call or session is being established, the caller or initiator is interested in knowing if someone answered, if the line is busy, etc. When the caller is an automated application such as predictive dialers or proactive notification, CPA algorithms are used to perform the classification automatically. Traditional Call Progress Analysis implementations rely on simple rule-based algorithms which provide sub-optimal accuracy of speed of processing, leading to significant inefficiencies in operations.

## Solution

With its patent pending pattern-recognition algorithms, NetBorder Call Analyzer ensures fast and accurate automated call classification which directly translate in improved efficiency of agents and higher quality customer interactions. Through higher automation rate and better use of agent time, the NetBorder solution can literally save millions of dollars in yearly annual operating costs.



- CPA for the IP or Hybrid Contact Center -

The Call Analyzer technology is built on statistical models based on neural networks, that represent the potential outcomes of call attempts. The result is a virtual machine that learns the patterns of what constitutes a call attempt that result in a voice mail versus a live human versus a special intercept tone, etc. The Call Analyzer functions much like the human brain and is able to adapt to a wide variety of noise conditions, ringing patterns and telecom network conditions.

The NetBorder Call Analyzer can be used in conjunction with other NetBorder modules to deliver CPA results over a traditional telephony interface, or in a pure VoIP network. It interfaces with automated applications via the standard SIP protocol.

## Applications

- Outbound and blended Contact Centers
- Proactive Notification via Speech or IVR
- Outsourcers