



Faster multimedia campaign creation



Altitude Scripting Studio provides innovative tools that speed time-to-market of new services or campaigns, while profiting from increased productivity.

Highlights

Productivity

- "Create once / deploy twice": single
- Design tool generates agent scripts for both Web and Windows
- Single language, single editor,
- Common database

Time to market

- RAD nature of changing campaigns in all CC systems
- Shortens campaign definition phases
- Print documentation and reduce definition and approval cycle

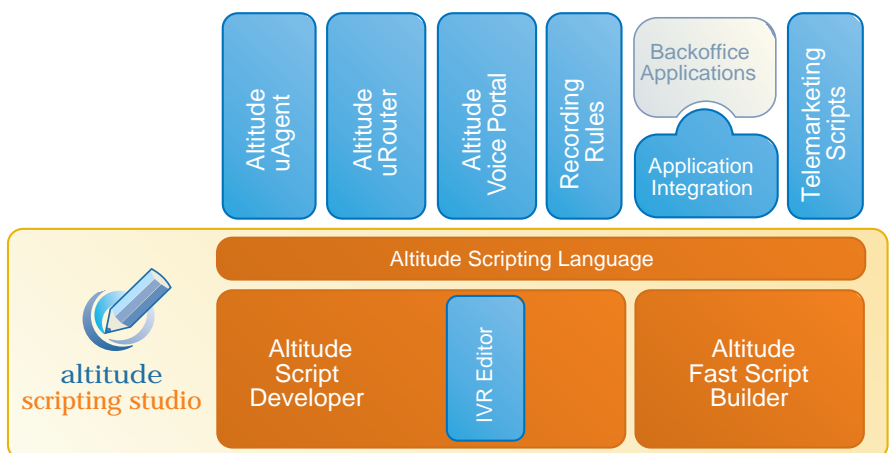
Value

- One-class, streamlined training teaches control for all systems
- Lower total cost of ownership

Altitude Scripting is an industry-unique language and development environment specialized for contact centers that allows for the design, control, and execution of the most critical customer interaction modules. The same tool is used to develop Voice Portal/IVR scripts, interaction routing, agent desktop GUIs and dialog scripts. A single development generates agent scripts for both Web and Windows environments.

Furthermore, all scripts can be changed on the fly in order to quickly respond to dynamic business needs. Altitude Scripting Studio lowers the total cost of ownership due to the solution's inherent rapid application development.

Altitude Scripting Studio delivers a two-level approach for developing telemarketing script customizations, including Altitude Script Developer to target IT users and Altitude Fast Script Builder aimed at business managers.

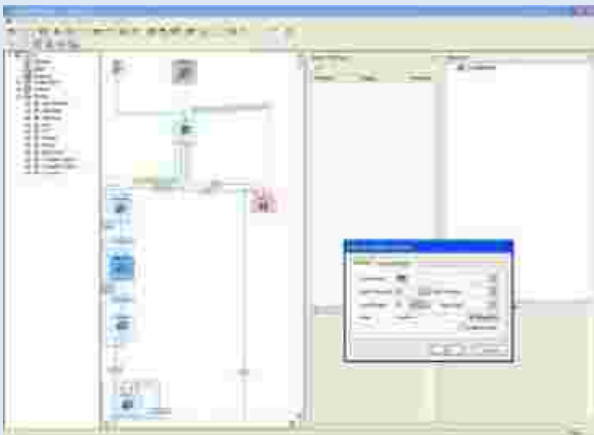




altitude script developer

Altitude Script Developer is a development tool that builds custom business applications specially designed for contact centers. Its ease of use and rich design allows users to closely define each step in the call flow.

Users can take advantage of visual editing, drag and drop functionality, pull down menus, on-screen buttons, pop-up windows, inheritance mechanisms and fill-in-the-blank parameters. Advanced users can leverage subroutines, functions, event handling, sophisticated data structures and textual editing options.

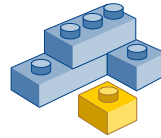


Productivity

- Voice, E-mail, Routing, IVR and Database Controls
- Inbound, Outbound and IVR Scripts Testing
- Enhanced Debugging
- Automatic Documentation Generation

Usability

- Text and Graphical Environments
- WYSIWYG Application Design
- Graphical IVR Flow Editing
- Auto-completion and Syntax Highlighting

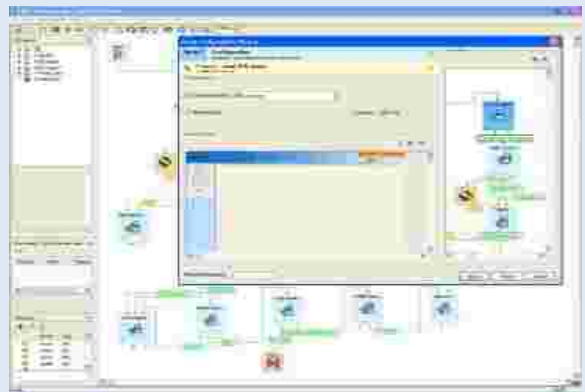


altitude fast script builder

Altitude Fast Script Builder saves time and resources when building or modifying campaigns while dramatically shortening the sales cycle for CRM outsourcers.

The Altitude Fast Script Builder is an intuitive but powerful interface for creating campaign flows. It enables non-technical users to create and run campaigns while facing the customer.

A configuration wizard guides less experienced users through the script customization options, increasing usage and reducing training time. Additionally, users can perform "dry run" tests and demonstrate the campaign to clients. Campaign script documentation takes one click to generate flow and screen-shots. Lastly, ready-made templates allow building and amending the most complex campaign scripts in a matter of minutes.



Productivity

- Reutilization Based on Templates
- Rapid Application Development
- Automated and Full Documentation of Campaign Definition

Usability

- Campaign Creation Wizards
- Graphical Flow View and Editing

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