

**Alcatel 4640**  
**Interactive Voice Response in the Aviation Industry.**



Information, reservations and bookings around the clock. They'll all fly by it.





## Alcatel 4640. Interactive Voice Response . . .



The system's just as reliable when the camera team decides to send all its equipment the next day to the location in Brazil. That friendly voice even knows the prices for block bookings. And within a few minutes the booking confirmation comes in on the fax. Another "plus" for that friendly connection . . .

### **Film director Axel C. is always on the move.**

And more recently, he takes particular pleasure in hearing the voice of his favorite actress every time he books his flights. And he has no hesitation whatsoever to call up at 3 a.m. or first thing on Sunday morning. The number he dials each time is that of his favorite airline. Because just recently this airline installed the Alcatel 4640 Interactive Voice Response System. A system that always provides friendly and reliable information on what flights are available to what destinations, the best connections, and whether there is still room in First Class.

## ... for better service with enquiries and reservations ...

Interactive Voice Response has many advantages. Not only for clients but also when it comes to organization matters within the company. The bulk of the routine telephone work performed each day can now be dealt with "automatically".

With shorter waiting times and 100 per cent reliability, two key words when it comes to flying. It's no wonder these systems are really taking off in the aviation world.

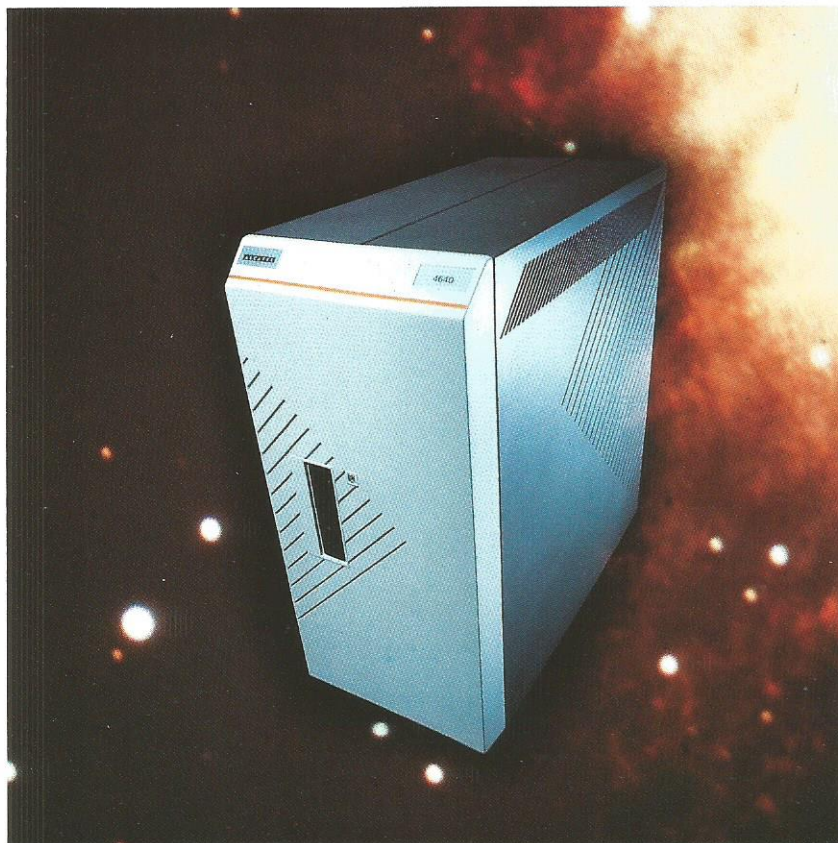
### **The advantages at a glance:**

- improved service
- direct link-up to flight information
- 24-hour service, even on Sundays and public holidays
- especially attractive for the business sector
- flight schedule information
- seat information
- special cargo service
- mechanized forwarding and confirmation of reservations
- specific crew service
- arrivals and departures information

Alcatel will assist in development of individual application solutions specially geared towards each company's requirements. Existing computer hardware, software and applications remain unchanged, an interactive voice response application is usually up and running within 2 weeks. Absolutely reliable and around the clock.

The Alcatel IVR System provides significant economic advantages especially where trend-setting service improvements are essential, both within and outside the company. Not to mention that it's the ideal gateway to the future.

The reference list in international business is both attractive and impressive.



**Competence and efficiency. Today for tomorrow. Through better partnership.**



... and in aviation the sky's the limit.



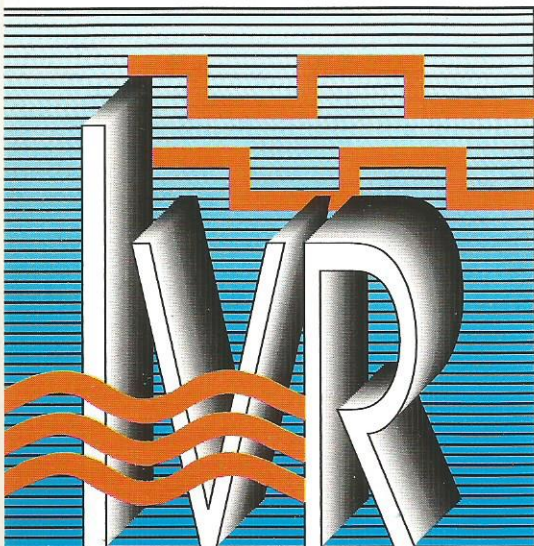
**Dr. Auer, Managing Director  
of an international airline, is  
delighted.**

"More than 80 per cent of flight enquiries and around 60 per cent of cargo status enquiries are handled by our friendly Alcatel System."

Initially the management was not sure whether the installation of the Interactive Voice Response System would meet customer acceptance. But it appears that callers enjoy interacting with the system. The effective result is that waiting time on the phone is drastically reduced, the voice on the other end is always friendly and up-to-date on the latest available information; after all, it is linked to the company's own computer system. Enquiry time is drastically reduced. In fact callers have practically no more waiting time at all.

"Many guests find us even more friendly than we were before . . ."

## ... benefits for the Aviation Industry



This "new electronic employee" will give your company a decisive edge over the competition. With access to the very latest information, he will serve your customers and guarantee the steady growth of your business.

### Without IVR

All calls must be handled by your employees. Up to 80% of the calls are "routine" calls. This is a major source of stress . . .

Your phones are only available to callers during official office hours.

Manual searches, queries, data entry and information retrieval require time and block your phone lines.

Even routine calls often have to be transferred from one employee to another.

Naturally, emotional mood shifts cause a change in the quality of the responses, even with the best trained and informed employees.

Information on customer requests, traffic load, peak hours and other information necessary for business planning and performance measurement are not available or difficult to collect.

People calling often want the "very latest" information on many subjects, making it impossible to handle their requests as routine business.

### With IVR

Up to 80% of all calls, i.e. all the routine calls, can be handled by the IVR System. Immediately. That frees up the employees in your company for more important tasks.

Your phones are answered around the clock. Even on Sundays and holidays.

The system answers immediately, without any delay, since it is connected with your company's electronic data processing system. That shortens the calling time considerably and leaves more lines open.

IVR "knows absolutely everything". If an expert is required - for special calculation for example - IVR will forward the call to the correct extension.

The system is not influenced by emotional ups and downs, but always gives consistent and friendly responses of uniform quality.

Once the appropriate connection with your electronic data processing system is in place, the IVR System is always aware of this information and keeps it up to date.

Many of these can now be systematized as well. Even calls concerning late arrivals, delays, and changes in connections for international air traffic.

