

# Call Analysis Strategies

## Create Outbound Calling Solutions with Voice Elements Platform.

### HIGHLY ACCURATE

Voice Elements Platform is 98.5% accurate in providing correct results during call analysis.

Our precision increases productivity for contact centers and overall success rates for outbound dialing campaigns.

### FREE DOWNLOAD

Try out Voice Elements for free and you'll be able to make your first call in minutes. Demo includes sample outbound applications to quickly start your own solution.

Widely popular outbound calling solutions, as used by call centers or those conducting surveys or debt collection, continue to increase in numbers and business value. The most important feature of any outbound campaign, call analysis, is the ability of the software to properly determine the outcome of a dialed call.



Did the call result in a busy signal, voicemail or a live person? With Voice Elements Platform, you won't have to guess.

Voice Elements Platform has built-in advanced call analysis logic, allowing you to correctly and swiftly pinpoint the call result and take the appropriate next step, such as leave an automated message or connect an agent to a live person.

Whether you build the application yourself or we build it for you, employing Inventive Labs' call analysis strategies will improve your outbound voice solution's accuracy and success rate.



Voice Elements Platform combines our Microsoft .NET development toolkit and our SIP platform, HMP Elements.

Deploying voice solutions via VoIP is easy with this powerful combination.

Simply use the .NET language of your choice (C#, VB.NET), build an outbound campaign with your specific business logic, then deploy with Voice Elements Platform call analysis logic in place.

## YOU BUILD, WE BUILD

From some design guidance to completely developing the application for you, our Services team can help you get to market fast without the ramp up.

## SAMPLE APPLICATIONS

The Voice Elements Demo contains sample apps, such as an inbound and outbound IVR and calling card solutions.

For more information on any of our products or services please visit us on the Web at:  
[www.VoiceElements.com](http://www.VoiceElements.com)

# Expert Call Analysis



To achieve accurate call progress results, the audio stream of the dialed number must be analyzed mathematically. This process is called Signal Processing.

Audio signal processing involves distinguishing between voice activity and tone activity. In addition to the audio information other call setup information is provided to augment the call analysis. Voice Elements Platform takes into account all possible information to get a complete picture of what the call profile will be.

So what makes our call analysis approach so unique, and we think the *best in the industry*?

## BEEP DETECTION

Our new Beep Detection engine, included with Voice Elements Platform, provides extremely accurate results that help us correctly label a call, such as “machine detected” or “human detected.” The Inventive Labs unique approach to beep detection includes the use of “Fast Fourier Transformation” (FFT) algorithms to accurately pick a beep out of a voice stream.

## CUSTOM SETTINGS

Experience has shown that a one-size-fits-all approach to call analysis doesn’t work. Part of our mission is to provide you with the tools to maximize your call analysis accuracy rate. One of the ways we do this is to provide you with the ability to make adjustments to the engine on a per call basis

## LOCALE SPECIFIC TEMPLATES

Different rings and tones can fool a generic call analysis tool. Voice Elements Platform comes with Locale Specific templates at no extra cost.



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