Voice Broadcast
Advanced User’s Guide
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What is a Voice Broadcast?

An Ifbyphone building block, Voice Broadcast can be configured to deliver messages over the telephone to a large volume of customers.

Ifbyphone’s Voice Broadcast service is an innovative telecommunications platform that conveniently circumvents spam filters and junk folders using a unique voice technology. A Voice Broadcast can be configured to send out text, audio, or SurVo messages in large or small volume. You may decide which times of the day you want to send out the broadcasts, the frequency of calls, how many simultaneous calls, the number of retries for unanswered calls, and the Caller ID number that will show up on the receiver’s telephone. Answering machine detection and the ability to transfer a call at the end of a broadcast make Ifbyphone’s Voice Broadcast an exceptional tool when it comes time to notify customers of important information.

By following the tutorial outlined in the Voice Broadcast Stepping through the Basics Guide, you may configure a Voice Broadcast quickly and easily on Ifbyphone’s Web site. Upon creating a broadcast, you can then begin sending out voice broadcasts to suit your company’s needs.

Types of Voice Broadcasts

1. **Audio Only Voice Broadcast**: Allows for high-volume, customized audio messages, with no text-to-speech capabilities. With this option, you have access to 25 simultaneous ports with no additional port cost.

2. **Smart Voice Broadcast**: Allows for high-volume, customized audio messages as well as the personalization of individual messages using text-to-speech. With this option, you have access to 9 simultaneous ports with no additional port cost.

3. **Interactive Voice Broadcast**: Create a SurVo that allows you to ask questions, require information to proceed, and provide different routes or messages based on recipients’ responses.

About the Documentation

The Voice Broadcast Stepping through the Basics Guide includes the following documentation:

- Description of Voice Broadcast features
- Voice Broadcast tutorial, with screenshots, for basic setup
- Helpful hints for creating a more complex Voice Broadcast

Throughout the document, icons are used to indicate important reminders, including tips and common mistakes. Additionally, the telephone symbol denotes the beginning of a tutorial. The tutorial provides step-by-step instructions for setting up a Voice Broadcast and using it effectively. Screenshots are provided to guide users through the entire process.

Ifbyphone on the Web

Ifbyphone’s Web site (www.ifbyphone.com) contains a wealth of information about Ifbyphone business services. Customer service contact information, as well as additional user guides and tutorials, are also easily accessible from the Web site.
Setting Up a Voice Broadcast

In this chapter, a tutorial and step-by-step screenshots are available to quickly and easily guide you through setting up a Voice Broadcast.

Logging in to your Ifbyphone Account

To set up and use a Voice Broadcast you must have an Ifbyphone account. To open an Ifbyphone account, please go to our Web site at www.ifbyphone.com or call (877) 295-5100 and say Business Accounts.

Once your account has been activated, follow the instructions below to login:

2. Login to your account by clicking **User Login** at the top of the home page.
3. On the **Login to My Account** page (Figure 1), enter your **User ID** (your primary 10-digit phone number—numbers only—with no leading 1) and **PIN code** (password); then click **SIGN IN**.

Figure 1: Ifbyphone Account Login Screen
Tutorial: Creating an Audio Only Voice Broadcast

Follow the steps in this tutorial to quickly create an Audio Only Voice Broadcast that sends out a custom audio message. Once you have created an Audio Only Voice Broadcast, use the How To Load a Call List and How To Schedule a Voice Broadcast tutorials to complete the process.

1. Enter the Voice Broadcast feature by clicking Voice Broadcast from either the Main Menu (Figure 2) or on the top navigation bar under Services.

![Figure 2: Account Main Menu](image)

2. To create a new Voice Broadcast, click Schedule a new Voice Broadcast (Figure 3).

![Figure 3: Create a new Voice Broadcast](image)
3. On the **Schedule a Voice Broadcast** page (Figure 4) you can select a:
   - **Broadcast Type**: select to *Create an Audio Only Voice Broadcast*

![Schedule a Voice Broadcast](image)

4. Click the **Next Step** button.

5. On the **Basic Audio Dialog – Options** page (Figure 5):

![Basic Audio Dialog - Options](image)

- **Basic Audio Dialog Name**: give the dialog a name for storage purposes.
- **Type of Message (for live person)**: you can select to either Upload a WAV File or Record an Audio Message Now.
- **Option to Transfer**: if you check this box, a form will appear where you can enter in a 10-digit number (no spaces or dashes) that will be called if the call recipient presses 0.
Notifying Recipients of Transfer Option
The Ifbyphone system will not automatically notify recipients of the option to press 0 at anytime to be transferred to a live agent. This should be said at some point in your message. For example, at the end of your message you could state, “Please press 0 to speak to an operator now.”

- **Different Answering Machine Message**: if you check this box, a drop-down box like the one that appears under **Type of Message** will appear and you can select to Upload a WAV File or Record an Audio Message Now. This allows you to create a separate message that will be played if the outbound broadcast reaches an answering machine.

6. Click **Save**.

7. The **Batch Recording** page (Figure 6) will appear and you can enter in the number of the telephone closest to you, click **Record Message** and follow the computer directions to record a message.

**Recording Different Audio Messages For Live Person and Answering Machines**
If you are recording a different message for a live person than for an answering machine, you will need to tell the system to call you twice. In Figure 6 below, the red box is highlighted **Record Live Message** to record your first message for a live person. After recording, the system will hang up and the second red box, **Record Answering Machine Message** will be highlighted. Click the **Record Answering Machine Message** button a second time. The system will call you again to record the second message. After saving it, click on **Schedule Broadcast** to proceed.

**Basic Audio Broadcast - Record Prompt**

We are now going to call you to record your message which will be played when your Basic Audio Broadcast is connected to a Live Agent.

To record your prompt enter your phone number, and our system will call you. When you get the call (it can take up to 30 seconds), wait for the instructions to begin recording your message.

Once you receive the call, you will be automatically be redirected to the next page to record your Answering Machine message.

- **Phone Number**: 

  - **Record Live Agent Message**
  - **Record Answering Machine Message**
  - **Schedule Broadcast**

* denotes required field

Figure 6: Batch Recording setup screen
Tutorial: Creating a Smart Voice Broadcast

Follow the steps in this tutorial to quickly create a Smart Voice Broadcast that sends out a custom message that is personalized for each recipient. Once you have created a Smart Voice Broadcast, use the How To Load a Call List and How To Schedule a Voice Broadcast tutorials to complete the process.

1. Enter the Voice Broadcast feature by clicking **Voice Broadcast** from either the Main Menu (Figure 7) or on the top navigation bar under **Services**.

![Figure 7: Account Main Menu](image)

2. To create a new Voice Broadcast, click **Schedule a new Voice Broadcast** (Figure 8).

![Figure 8: Create a new Voice Broadcast](image)

**Voice Broadcasts**

You currently have no Voice Broadcasts scheduled.

- [Schedule a new Voice Broadcast](image)
- [Show completed Voice Broadcasts](image)
- [Refresh Display](image)
3. On the **Schedule a Voice Broadcast** page, you can decide on the following options (Figure 9):
   
a. **Broadcast Type**: select to Create a Smart Voice Broadcast (personalizing your broadcast using TTS)
   
b. **Template**: From the drop-down menu, you can select Message Delivery (with Answering Machine Detection) or Message Delivery (with Answering Machine Detection) then Option to Transfer.

![Figure 9: Create a Smart Voice Broadcast](image)

4. Press the **Next Step** button.

5. On the **Create a New Voice Broadcast** page (Figure 10), you will see the following options:

   - **Name this Voice Broadcast**: Select a title for the broadcast. For example, “Sales Promotion.” A title helps keep track of previous outbound broadcasts.
   
   - **Type of Message (for live person)**: Because Voice Broadcasting has answering machine recognition capabilities, the system allows you to create a separate message for a live person answering the phone versus a machine. In the drop-down box, you can choose from:
     
     - **Text-To-Speech Message** (you type the message and the computer will read it to the recipient)
     - **Upload a WAV File** (upload a pre-recorded audio message)
     - **Record an Audio Message Now** (you will be given directions to record the message over the telephone using Ifbyphone’s prompt recording function).

   In order to personalize your broadcast, select **Text-To-Speech Message**. (For information on uploading or recording audio messages, see the Appendix of this user guide).

   - **Message To Deliver**: To personalize your message, you need to use variables, which are defined by using “{” and “}” symbols. Note that there can be no spaces in between the curly braces.
For your message, type “Hello {name}, this is a reminder call. The product you ordered, {product}, is available for pick-up at {location}. You can pick it up any time. To speak to a live agent, press 0 now.” (The How To Load a Call List on page 13 explains how to create an Excel file that will read the name, product, and location that correlates to each individual phone number you are sending a message to).

- **Phone Number:** This option allows the caller to press 0 and be automatically connected to the number you enter at the end of a broadcast. The number should be 10 digits, no spaces or dashes.

*Notifying Recipients of Transfer Option*

The Ifbyphone system will not automatically notify recipients of the option to press 0 at anytime to be transferred to a live agent. This should be said at some point in your message. For example, at the end of your message you could state, “Please press 0 to speak to an operator now.”

- **Type of Message (for answering machine):** This is the message that will be played if the recipient is not home and your broadcast reaches an answering machine. These options are the same as the Type of Message (for live person), but include an additional option to Use Same Message As For Live Person.

![Create a New Voice Broadcast](image)

Figure 10: Configuring a Smart Voice Broadcast
6. Click on **Next Step**.

7. The **Batch Recording** page (Figure 11) appears anytime you select to Record an Audio Message Now in any of the Ifbyphone features. You can enter in the number of the telephone closest to you and follow the computer directions to record a message. See the Appendix of this user guide for more information on Batch Recordings.

![Batch Recording setup screen](image)

Figure 11: Batch Recording setup screen
To create an Interactive Voice Broadcast, you must first create a SurVo that will be used for the broadcast. See the SurVo Advanced User’s Guide for more information on creating an interactive SurVo. Once you have created a SurVo and selected it for Voice Broadcast use following the steps below, use the How To Load a Call List and How To Schedule a Voice Broadcast tutorials to complete the process.

1. Once you have a SurVo created, enter the Voice Broadcast feature by clicking Voice Broadcast from either the Main Menu (Figure 12) or on the top navigation bar under Services.

2. To create a new Interactive Voice Broadcast, click Schedule a new Voice Broadcast (Figure 13).
3. On the **Create a Voice Broadcast** page, you can decide on the following options (Figure 14):
   a. **Broadcast Type**: select to **Use Existing SurVo to Create an Interactive Voice Broadcast**
   b. **SurVo**: from the drop-down menu, select the SurVo you want to use for your outbound Voice Broadcast.

4. Click **Next Step**.
Tutorial: How To Load A Call List

Once you have created a Voice Broadcast using one of the options, this tutorial will show you how to add phone numbers one by one or by uploading a CSV file call list. It will also explain how to configure a CSV file for personalization of Voice Broadcasts. Once you have configured your call list, see the tutorial on How To Schedule a Voice Broadcast.

1. On the **Voice Broadcast Call List** screen (Figure 15) you can enter in the individual numbers to call, or load a CSV file of Call List entries.

![Voice Broadcast Call List](image)

- To enter numbers individually, add a 10 digit number and select Add To Call List. To continue adding numbers, enter them in and select Add To Call List again.
- You may also set up outbound calls with a comma-separated values (CSV) data file, which you can create with a spreadsheet program such as Microsoft Excel. When creating your CSV data file, label your columns in the first row, as the system assumes that the first row of a CSV file contains data headers. Telephone numbers should be inputted as 10 digits, with no dashes or spaces.

![Sample CSV file](image)

A. Click on **Upload a CSV file of Call List entries**.

B. On the **SurVo Broadcast Call List Upload** page (Figure 17), use the browser button to find the file on your computer. Click the **Upload** button to continue.
C. Since the CSV file contained only one column ("Number"), the **Phone Number** field is automatically mapped to that column on the **SurVo Broadcast Call List Column Mapping** page (Figure 18). Click **Process** to continue.

D. The numbers will be listed, along with any individually added phone numbers, at the bottom of the page. A check box next to the number may be checked, so that if the **Delete** button is clicked, the number is deleted. Once all the numbers have been loaded, click **Next Step**.
Personalizing a Voice Broadcast with Parameter Values

You can personalize a Voice Broadcast by inputting parameter values into a SurVo or a Smart Voice Broadcast and using those same parameters in a CSV file. To do so, you must first create a SurVo or Smart Voice Broadcast that contains these parameters, which are defined by using "{" and "}" symbols. Note that there can be no spaces in between the curly braces. Once you have created a personalized Voice Broadcast (See page 8, Tutorial: Create a Smart Voice Broadcast for information on creating a personalized Voice Broadcast):

1. Create an Excel file that follows the pattern below (Figure 20). This file will contain all the recipients' phone numbers as well as all the variables. The column names are the telephone numbers and the variables used in the SurVo or Smart Voice Broadcast.

   ![Figure 20: Sample CSV file with personalized variables]

   Note that you can also use your own existing database to create a CSV file.

2. Save the file as a Comma Separated Value (CSV) document.

3. On the Voice Broadcast Call List Screen, select to Upload a CSV file of Call List entries. Browse for the file and click upload.

4. On the SurVo Broadcast Call List Mapping Page (Figure 21), associate the columns in your CSV file with the correct variables for your SurVo or Smart Voice Broadcast and click process.

   ![Figure 21: Call List Column Mapping]
Tutorial: How To Schedule a Voice Broadcast

Once you have created a Voice Broadcast using one of the options and configured a call list, this tutorial will show you how to schedule your Voice Broadcast to meet your specific needs.

1. On the **Voice Broadcast Schedule** page (Figure 22), the following fields are listed:
   - **Schedule Time Zone**: Select your appropriate time zone for the outbound call.
   - **Days Of Week To Broadcast**: Check off which days of the week you would like the broadcast to run on.
   - **Broadcast Starting Date**: Choose a starting date and time for the broadcast.
   - **Broadcast Ending Date**: Choose the date and time you want a broadcast to end. (Only shows up if you choose to spread calls evenly under **Schedule Type**).
   - **Schedule Type**: Choose to Spread calls evenly or As fast as possible. If you are using the option to transfer, you may want to schedule calls evenly so that there is time to answer the incoming calls from those who pressed 0 to transfer at the end of a message. Note that even for scheduling calls as fast as possible, the time between calls is two minutes.
   - **Max. Simultaneous Calls**: This option refers to the number of phone ports you will use at a time to make a call. Audio Only broadcasts come with 25 ports. Smart and Interactive broadcasts come with 9 ports. If you need to gain access to additional ports for higher volume broadcasts, go to the Additional Options page under the My Account tab. (Audio Only broadcasts have an upper limit of 50 ports; Smart and Interactive broadcasts have an upper limit of 25 ports. For additional help, contact Ifbyphone at 877.295.5100).
   - **Maximum Attempts**: This is the maximum number of times each number will be called. If the first call results in a busy signal or no one answers, and you’ve selected 2, the system will retry each unanswered call one additional time. Note that calls answered by an answering machine are considered successful calls and will not be retried.
   - **Time Between Retries**: Choose how much time you want the system to wait before retrying calls that resulted in a busy signal or where no one answered.

**WARNING: Retries Will Go Beyond Scheduled Times**

If you decide to schedule calls during specific hours using the **Schedule Calls Between, Broadcast Starting Date, and Broadcast Ending Date** features, note that these are only initial scheduled calls. The **Time Between Retries** feature allows you to retry a call up to 120 minutes after the initial call. Retries can occur outside of the scheduled hours. This should be taken into account when scheduling a voice broadcast.

   - **Caller ID Shown To Recipients**: This is the number that will appear on a recipient’s caller ID. You can select any of your local, toll free, or Registered Numbers.
Voice Broadcast Schedule

The following scheduling information will be used to calculate and display the life of your Voice Broadcast. Depending on the "Schedule Type" you choose, in conjunction with the selected date/time combinations for the Voice Broadcast to operate within, it may or may not be possible to schedule all calls desired. Note that scheduling "As fast as possible" is currently limited to a range of 1 week. We also support multiple simultaneous calls. If you would like your Voice Broadcast to place more than 9 calls at a time, please contact Customer Service at (877) 295-5103.

| Broadcast Name: |  |  |
|-----------------|------------------|
| Schedule Time Zone: | Central  |
| Days Of Week To Broadcast: | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
| Daily Call Range: | 09 | 00 | AM | and | 06 | 00 | PM |
| Broadcast Starting Date: | Apr | 30 | / 2008 | 09 | 00 | AM |
| Schedule Type: | As fast as possible  |
| Max. Simultaneous Calls: | 1 call  |
| Maximum Attempts: | Once  |
| Time Between Retries: | 30 minutes  |
| Caller ID Shown To Recipients: | (866) 555-1234 |

Figure 22: Voice Broadcast Schedule setup

Scheduling Too Many Calls For A Given Time Period

The Ifbyphone system will not allow you to schedule more calls in a time period than purchased ports will allow, but it will attempt to maximize the number of ports to use in order to meet the scheduling request. Should you schedule too many calls, a warning screen will appear explaining the limits to your broadcast, asking you to go back and change it. For help on setting up a high volume Voice Broadcast, contact Ifbyphone at 877.295.5100.

2. Click Next Step.
3. On the Voice Broadcast Schedule Analysis page (Figure 23), you can view in detail the broadcast you have just set up. To make any changes, click Modify Schedule. To schedule the broadcast, click Schedule Broadcast. You can click on Show all time intervals to view all the time intervals in your scheduled broadcast.
Voice Broadcast Schedule Analysis

Depending on your simultaneous port capacity, one or more calls will be placed a minimum of 2 minutes apart, throughout the life of your Voice Broadcast. Some basic information about your Voice Broadcast follows:

- **Total Calls:** 4
- **Schedule Type:** Spread calls evenly
- **Broadcast Lifespan:** 01-15-2008 01:00 PM to 01-16-2008 05:00 PM
- **Daily Call Range:** 09:00 AM to 05:00 PM
- **Broadcast Timezone:** Central
- **Max. Simultaneous Calls:** 2
- **Reschedule Attempts:** 1 day[1]
- **Reschedule Attempts Every:** 30 minutes
- **Broadcast Caller ID:** (888) 555-1282

If you are satisfied with your Voice Broadcast schedule as is, click the "Schedule Broadcast" button, otherwise click the "Modify Schedule" button to re-adjust your Voice Broadcast scheduling information.

![Voice Broadcast Schedule Analysis](image)

The following table represents your Voice Broadcast, from start to finish. Time intervals with calls to be scheduled will appear more prominently than time intervals without calls, if applicable. Each row lists how many simultaneous calls are to be placed, as well as a comma-separated list of the phone numbers to be called, if applicable. Please note that when evenly spread your calls, you may not always reach your allowed maximum simultaneous ports per time interval.

<table>
<thead>
<tr>
<th>Call Time</th>
<th>((Calls)</th>
<th>Call Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>01-15-2008 02:28 PM</td>
<td>1</td>
<td>(888) 555-5555</td>
</tr>
<tr>
<td>01-16-2008 09:28 AM</td>
<td>1</td>
<td>(888) 555-5556</td>
</tr>
<tr>
<td>01-16-2008 12:28 PM</td>
<td>1</td>
<td>(888) 555-5557</td>
</tr>
<tr>
<td>01-16-2008 03:28 PM</td>
<td>1</td>
<td>(888) 555-5556</td>
</tr>
</tbody>
</table>

- **Show all time Intervals**

4. Clicking Schedule Broadcast takes you back to the **Voice Broadcast** main page (Figure 24), where you can now view your scheduled broadcast.

- It is possible to cancel the broadcast here by clicking the Delete button, or selecting **Delete all active Voice Broadcasts** at the bottom of the page.

- If the broadcast has begun, the **Attempted Calls** and **Remaining Calls** information will reflect the status of the current broadcast (Select Refresh Display to update this information in the middle of a broadcast).

- You can view all past voice broadcasts by selecting Show completed Voice Broadcasts.

![Voice Broadcast Schedule](image)

**Voice Broadcasts**

To view the details of a particular Voice Broadcasts, including the list of numbers being called, click the corresponding Description for that Voice Broadcast. Once a Voice Broadcast has no remaining calls pending, it is considered completed and removed from this list, unless all Voice Broadcasts are shown by using the link provided below.

<table>
<thead>
<tr>
<th>Description</th>
<th>Scheduled First Call</th>
<th>Scheduled Last Call</th>
<th>Scheduled Calls</th>
<th>Attempted Calls</th>
<th>Remaining Calls</th>
<th>Delete</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Product Offering Reminder</td>
<td>01/15/2008 02:28 PM</td>
<td>01/15/2008 03:28 PM</td>
<td>4</td>
<td>0</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

Figure 24: View of all current Voice Broadcasts
Tutorial: How To Read Voice Broadcast Reports

Once you have created a Voice Broadcast and sent it out, the Ifbyphone analytics will create a detailed report of the results of your outbound calls.

1. You can access a report of all your Voice Broadcasts by date by clicking on the Broadcast Report under the Reports tab (Figure 25).

2. Once inside the report, specify a date range and click Generate Report (Figure 26).

3. To access a report for an individual Voice Broadcast, go to the Voice Broadcasts page under the Services tab. Click on Show Completed Voice Broadcasts (Figure 27).
4. A list of all your broadcasts will appear. Click on the Report icon to the right of the broadcast (Figure 28).

<table>
<thead>
<tr>
<th>Description</th>
<th>Scheduled First Call</th>
<th>Scheduled Last Call</th>
<th>Scheduled Calls</th>
<th>Attempted Calls</th>
<th>Remaining Calls</th>
<th>Report</th>
<th>Delete</th>
</tr>
</thead>
<tbody>
<tr>
<td>dnsi</td>
<td>10/11/2007 04:30 PM</td>
<td>10/11/2007 04:38 PM</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>cs</td>
<td>10/11/2007 04:58 PM</td>
<td>10/11/2007 05:00 PM</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>fd</td>
<td>10/11/2007 05:05 PM</td>
<td>10/11/2007 05:07 PM</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hello</td>
<td>10/17/2007 03:39 PM</td>
<td>10/17/2007 03:47 PM</td>
<td>8</td>
<td>8</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>hoy</td>
<td>10/17/2007 03:55 PM</td>
<td>10/17/2007 04:03 PM</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figure 28: A view of all completed Voice Broadcasts

5. A Broadcast Report (Figure 29) will display:

- Scheduled time of the call
- Actual time the call was made
- Delay caused by a busy signal or no answer
- Number called
- Result of call, which can have the following possible options:
  - **Answered**: a SurVo Interactive Voice Broadcast has reached a client but they hung up before completing the SurVo.
  - **Answering Machine**: the call has reached an answering machine.
  - **Live Person**: a live person answered the call.
  - **Answered and Hung Up**: the call was answered and the recipient hung up before the system began playing the message.
  - **No Answer or Call Failed; max attempts reached**: no one picked up and the system reached a line that did not have an answering machine. The maximum scheduled attempts were reached and the message was not delivered to the recipient.
  - **Busy signal; max attempts reached**: the system reached a busy signal. The maximum scheduled attempts were reached and the message was not delivered to the recipient.
  - **Response ID** associated with SurVo Results (there will only be data here if a SurVo Interactive Voice Broadcast was sent out)

Figure 29: Sample of a Broadcast Report
Ifbyphone Glossary

The purpose of the glossary is to assist you by defining commonly-used Ifbyphone terms.

Auto attendant
Another term for Interactive Voice Response (IVR). Essentially refers to an automated telephone answering system that routes calls.

Building Block
Ifbyphone proprietary code that allows you to build a complex voice application that is accessible via the Web, Email or telephone. Smart Click-to-Call and all destinations are building blocks.

Click-to-Call (CTC)
Immediately connect a user to a registered business telephone number. Click-to-Call can be easily set up by registering phone numbers—in addition to the toll free number given to you at sign up—within the Registered Numbers utility. Click-to-Call can then be configured as a destination for Smart Click-to-Call, enabling Web site visitors to click a button and immediately speak with a customer service representative or other call recipient.

Destinations
Destinations are Ifbyphone services/building blocks that can be configured for Smart Click-to-Call access. Through Smart Click-to-Call, customers can click a link, type in their phone number, and connect immediately to a destination.

Destination Configurations
Destination Configurations allow you to setup a destination for use with a specific Smart Click-to-Call.

Interactive Voice Response (IVR)
A computerized system that allows a telephone caller to select options from a voice menu and interact with the computer phone system. IVR systems use Dual Tone, Multi-Frequency (DTMF) signals (entered from the telephone keypad) and natural language speech recognition to interpret the caller’s response to IVR prompts.

Find Me
An Ifbyphone building block and destination, Find Me can be configured to maintain a prioritized list of phone numbers where a call recipient may be reached (e.g. desk or cell phone, pager, etc.). If a call recipient cannot be located at any of the phone numbers listed, the call can be redirected to their voice mailbox.

Modes
Blocks of time established within a specific day when configuring a schedule. Modes are fully customizable, but are commonly used to represent a workplace’s open, closed, lunch, and after hours. Once modes have been set within a schedule, Smart Click-to-Call and Virtual Receptionist can be configured to exhibit different IVR behavior for a specific mode.
**Net Integration**
Communication between a SurVo and Web-based server. Net integration may be carried out to retrieve or post information and to perform a function like user account validation. Typically net integration is performed when a company is utilizing Ifbyphone business services to add voice to an existing system.

**Schedule**
An Ifbyphone tool that allows a user to specify the day-to-day operation of a workplace with start and finish times. Schedules are configured for Ifbyphone building blocks, including Smart Click-to-Call and Virtual Receptionist. Within a schedule, it is possible to specify a desired time zone, as well as modes.

**Smart Click-to-Call**
An Ifbyphone building block that is highly flexible in customization and scalability, Smart Click-to-Call enables routed communication between customers, business services and contacts via the Web or Email. Through Smart Click-to-Call, customers can click a link, type in their phone number, and connect immediately to a company’s configured services (commonly referred to as “destinations” in this documentation). Ifbyphone offers the following services and building blocks as Smart Click-to-Call destinations: a custom Virtual Receptionist, voice survey, voice mailbox, a Find Me auto-dial telephone list to locate an individual, and Click-to-Call for immediate telephony connection. Smart Click-to-Call can be configured based on the day and/or time of day.

**Software as a Service (SaaS)**
A software model employed by vendors who both develop and operate network-based applications for use by customers over the internet. SaaS is typically a low-cost way for businesses to obtain the same benefits of commercially licensed, internally-operated software, without the associated complexity and high initial cost.

**SurVo**
See Voice Survey Form (SurVo)

**Virtual Receptionist**
An Ifbyphone building block and destination, Virtual Receptionist can be configured to provide menus for callers to route incoming calls. An automated phone environment, the virtual receptionist can transfer callers to other numbers/extensions, forward callers to voicemail boxes, initiate a Find Me list or surveys, play pre-recorded messages, etc.

**Voice Form**
Similar to a Web form—with voice recognition capabilities, a voice form is a dialog between a user and the system configured to provide or collect information. At the completion of a voice form, the information collected can be emailed, saved to a web site or transmitted for further processing.

**Voice Survey Form (SurVo)**
An Ifbyphone building block and destination, Voice Survey Forms (SurVo) are used to create dialogs over the telephone between callers and the system, much like a Web form with voice recognition capabilities (see Voice Form). A SurVo can be used to conduct employment screens, provide a customer satisfaction survey, route a call based on a user's answers to a
series of questions, etc. SurVos have the potential to be invoked in response to a Smart Click-to-Call, an inbound call, an outbound call, a scheduled call, or an API request from a Web site.

**VoiceXML**
W3C’s standard XML format for specifying interactive voice dialogues between a human and a computer. VoiceXML allows voice applications to be developed and deployed for visual applications. Analogous to HTML interpretation by a visual Web browser, VoiceXML documents are interpreted by a voice browser. VoiceXML has tags that instruct the voice browser to provide speech synthesis, automatic speech recognition, dialog management and soundfile playback.

**VUI (Voice User Integration)**
Describes the interaction with computers through a voice and/or speech platform to initiate an automated service or process.

**World Wide Web Consortium (W3C)**
An international consortium, hosted by MIT, which develops interoperable technologies (standards, protocols, software and tools) for the Web. W3C’s mission is to promote the evolution of the Web in a single direction, rather than into splintered factions.
The Appendix defines processes and steps that are useful to setting up Voice Broadcasts.

Uploading WAV Audio File Recordings

You can upload WAV audio files from your computer for use in Ifbyphone’s Voice Broadcasts. After selecting **Upload Wav File** from the Type of Message drop-down box, the **Upload WAV file** browser will appear (Figure 30).

Do the following to initiate the upload process:

- Press the **Browse** button to browse your computer’s or network’s directory structure to locate the desired file. The **Upload WAV file** field will automatically populate with the name of the selected file.

For information regarding the maintenance of uploaded audio files, please refer to the **Audio File Maintenance Advanced User’s Guide**.

Batch Recording Sound Files

You can request Ifbyphone to call you in order to record sound files for use in Voice Broadcasts. From the **Create a New Voice Broadcast** page, click the **Record an Audio Message Now** link to initiate a recording session. The Batch Recording page will appear.

The text segments that you have designated for batch recording will be displayed in the table, which lists the Item (question/introduction/wrap-up), Prompt to Record, and Wav File Name for each segment. The Prompt to Record listings indicate the text you that you previously entered for the recorded segment. Enter the following information to initiate the recording session:

- **Phone Number**: Input the phone number that Ifbyphone should use to call you.
- **Call Me to Record These Prompts**: Press this button when you are ready to initiate the call.
Batch Recording

The system will now call you so you can record the items below. The system will guide you through the recording process, just follow the instructions.

<table>
<thead>
<tr>
<th>Item</th>
<th>Prompt to Record</th>
<th>WAV File Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Survey Welcome</td>
<td>Thank you for taking our customer satisfaction survey.</td>
<td>survey.welcome.wav</td>
</tr>
<tr>
<td>The Survey Wrap Up</td>
<td></td>
<td>thank.you.wav</td>
</tr>
</tbody>
</table>

Phone Numbers: * 8885555555

[Call Me to Record This Prompt]

* denotes required field

Figure 31: Batch Recording Page

After you complete the requested information, press the **Call Me to Record This Prompt** button to have Ifbyphone call you at the specified number. Answer the call and follow the instructions, reading the Prompt to Record listing for each recorded segment. For information regarding the maintenance of audio files, please refer to the **Audio File Maintenance Advanced User's Guide**.

Recording Sound Files via PC

You may record a WAV audio file using a microphone and the **Sound Recorder** utility that is included with Windows operating systems. Follow the instructions below:

1. To start Sound Recorder, left-click the Start button on the Windows menu toolbar, and then click Open.
2. Double-click the Programs folder, then the Accessories folder, and finally the Multimedia or Entertainment folder.
3. Double-click on Sound Recorder. The Sound Recorder utility will appear. Make sure that you have an audio input device, such as a microphone, connected to your computer.

    ![Sound Recorder Utility](image)

5. To begin recording, click Record (the button with the red dot). To stop recording, click Stop (the button with the black rectangle). To hear the file you recorded, press Play (the button with the single arrow).
6. On the File menu, click Save to save the recording to a location with a name that you will remember. Recorded sounds are saved as waveform (.wav) files.