

# Voice Applications Get Visual With 3CX VAD



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## **3CX Voice Application Designer allows building of powerful Voice Solutions with point and click ease**

London, 5 November 2009 – 3CX today announced the availability of 3CX Voice Application Designer (VAD), a tool that allows companies to easily create powerful voice based solutions that automate everyday business processes and thus save time and improve customer service. Until now, building Voice Applications required code and therefore was a complex and expensive task.

By replacing code with drag and drop, the whole process of designing, deploying and testing a voice application has been immensely simplified and is now within reach for many more businesses. For example, 3CX VAD can create a voice application that queries the caller for a customer number, then validates this number against a database and routes the call based on customer type. A repetitive task can be eliminated and valuable agent time is freed up which accelerates the process of helping a customer.

### **How it works**

3CX VAD itself is a graphical tool that allows you to put together the various components/decisions of a voice application by dragging and dropping 'building blocks'. To create menus with caller options and actions, a user just drags one or more building blocks onto the design

window and configures them accordingly. Once done, 3CX VAD outputs a VXML script that can be deployed on 3CX Phone System for Windows.

## **Ready Application Building blocks**

3CX VAD comes out of the box with a selection of components or 'building blocks' that can be used in an application. Some of these building blocks include: Playback, User input, Record, Disconnect, Transfer, Database Access, Send Email, File management, Code execution, Web interaction, Socket client and more. With the inbuilt debugger, a user can troubleshoot a voice application by stepping through the application.

## **Availability & pricing**

A Free edition is available with a reduced set of Application Building blocks. The commercial edition of 3CX VAD is available at an introductory price of 1495 euros or \$1995. In addition, upgrade insurance is available for a nominal fee of 1 euro / 1\$ until year end. 3CX VAD can be downloaded here: <http://www.3cx.com/downloads/3CXVAD2.msi>.

The manual is available at this link: <http://www.3cx.com/manual/3CXVADManual2.pdf>.

Evaluation / Community support is available through the dedicated 3CX VAD forums at: <http://www.3cx.com/forums/3cx-voice-application-designer-vad-27/>

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