

CPT provided voice technology and telecom services. This piece was written as part of a product-planning document for the leadership team.

CPT's Public Service Bureau (PSB) product suite is a Personalized Audio Routing and Information System (PARIS). This platform integrates a variety of DTMF voice response interaction applications and is offered on a hosting basis with interconnect transport to a carrier's platform or to a partners' platform for delivery to a customer.

This hosting solution delivers a menu of features that can be combined for a customized, automated customer solution. CPT builds and hosts feature-rich telecom application services from a stable, time-tested platform that also embraces the latest in standards-compliant VoiceXML, automated speech recognition, speaker verification and text-to-speech technologies.

CPT offers touchtone, speech-enabled and customized applications on its interactive hosting platform. The new CPT Public Service Bureau (PSB) offering is designed to allow customers and partners to sell interactive voice response applications without the high capital expenditure cost of building network and platform infrastructure. CPT customers can generate significant revenues with a minimum cost of sale and no capital expenditure. Each feature of the platform can be combined to create an application that automates a business process that would otherwise be delivered via the high-cost of a trained service representative. By automating as much of their call center or interactive business processes as practical, customers can immediately realize significant cost savings.

CPT's hosted services provide the following benefits:

- ✓ **Funding flexibility:** Costs for the application and advanced technologies may be attributed to a company's expense line item versus the challenge of securing capital expenditure funds.
- ✓ **Risk Reduction:** A hosted solution minimizes the risk in your business plan by providing a expense based solution with known, controlled costs and options of short term or long term commitments based on your company's needs.
- ✓ **Economy of scale:** Capitalize on CPT synergies and platform sizing for maximum call volume handling without the up-front investment and risk.
- ✓ **Reliability:** CPT provides application consistency and change control, 24X7 support and performance monitoring, and a distributed architecture for greater operability and disaster recovery.
- ✓ **Maintain state-of-the-art technology:** Take advantage of updated and advanced technology without the constant expense or the element of utilizing or upgrading obsolete infrastructure.
- ✓ **Managed solutions:** Let CPT focus on the management of your automation solutions allowing you to focus on the core competencies of your business