



## Service Creation Environment

The **effEctive**® Network-Based Contact Center can include a set of optional tools to allow you and your customer to create new services.

It offers both an easy-to-use graphic user interface, the **effEctive**® [Visual Call Flow Builder \(VCB\)](#) that anyone can use without programming skills as well as the **effEctive**® [Icon Development Kit \(IDK\)](#) which makes it possible to augment the VCB by combining existing service enablers and building blocks and even programming new blocks, e.g. in VoiceXML. [Let us tell you more](#) about service creation for IVR.

