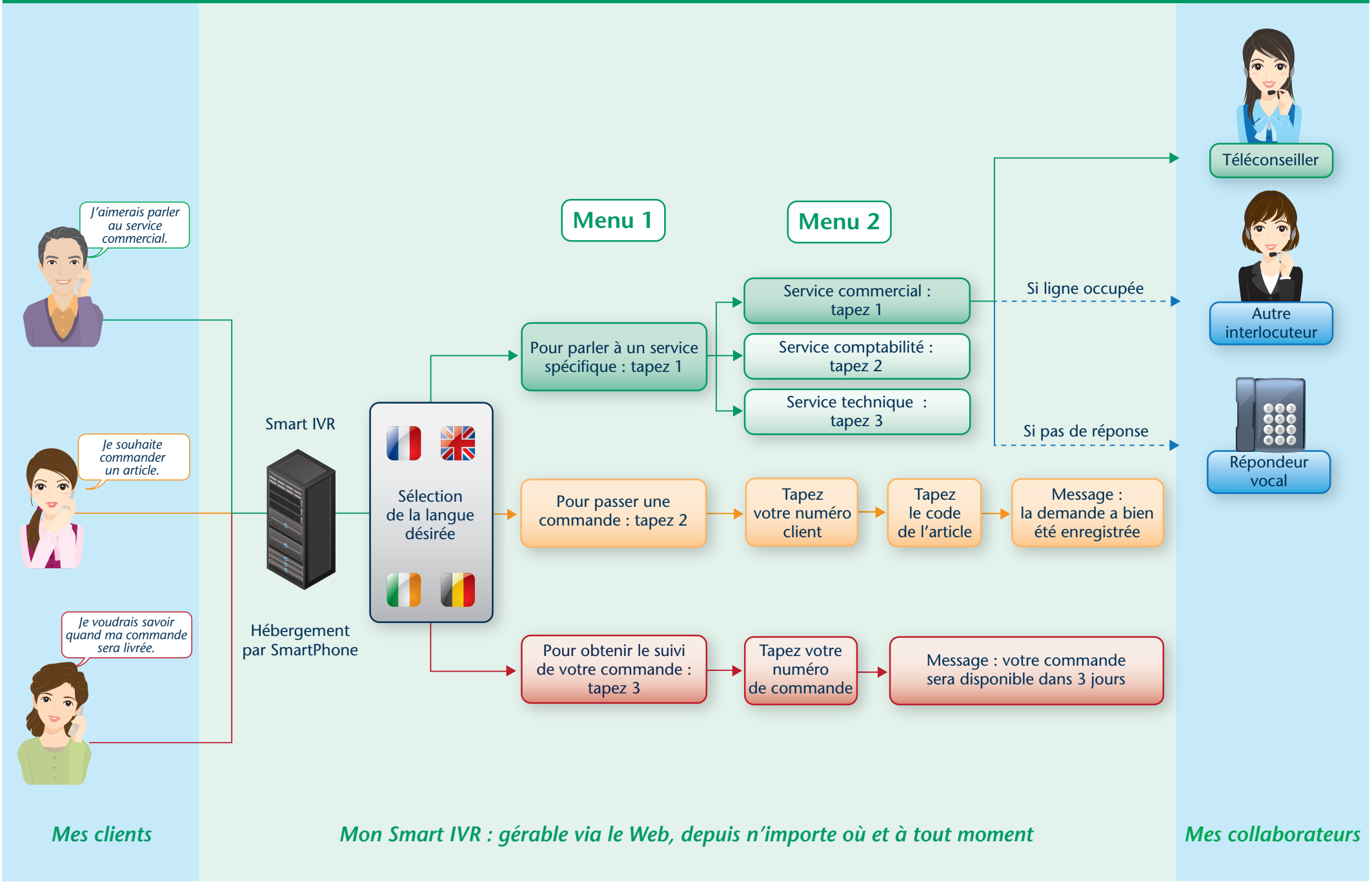Smart IVR : comprendre son fonctionnement