

Price Increase for ODT VISION VRU coming June 1, 2003. Contact your ODT VISION Reseller for details.

# THINKING OUTSIDE THE BOX IN CUSTOMER SERVICE

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## ODT Vision Voice Response Unit Allows User To Do Their Own Customization

Management has decided that they want to use a Voice Response Unit (VRU) to improve customer service and lower the costs of providing that support. The cost justification to support this decision is easy, but will the development to get this project into production be as quick?

Your "MIS" staff is already pushed past its limit and the last thing you need is another time consuming project and an application that will take a lot of time to administer and develop.

Begin by going to Customer Service and defining the nature of your CS's calls during and after hours. You will need to breakdown the profiles of your clients and the nature of their calls. Inquire with CS Personnel as to what calls are routine. Almost all calls where a clerk is reading back from or typing into a screen can be replaced with the VRU. Ask the marketing department what

improvements to Customer Service would give your firm a competitive edge. Determine if multi-foreign language support is needed as well as what type of audit trails for logging must be establish. Repeat this application design analysis for any department whose job's function could be improved though the VRU technology.

We now have a handle on what we want to do and that will define what system platform that data is found on.

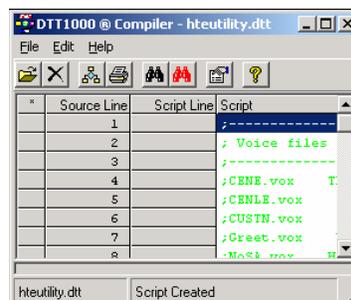
### Customization Made Easy

Your own voice response applications can be created using the script compiler. ODT VISION® uses an easy to learn "Basic" - like scripting language allowing you to quickly create your own voice applications from any display screen program from the AS/400 or any application linked via ODBC to micro-

databases. The application script is created with any flat editor and then compiled with the built in Compiler Utility. Individual line setup, allows the same or different scripts to be run on the individual lines. The ODT VISION Software can also be loaded on any PC linked to your data so development and testing can be done without disrupting the production unit. Outbound and System Voice files are recorded using a standard Sound Blaster card and converted using the VRU's Voice Manager Utility.

### Compiler

Simplifies development with easy to perform instructions.



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You now have the power to create and modify your VRU applications as Business's demands change.



### Test Phone

Simplifies development and allows user to change and test new scripts on a second PC without disturbing production unit or without phone lines.

## Rock Around The Clock Truckers

Warehouse & Logistic Department's support has a host of inherit problems including users who:

- Have needs on a 24/7 bases
- Are mobile
- Need to enter or retrieve information
- Need to schedule or cancel dock appointments
- Need directions
- May not be sophisticated
- May not have web access
- May need multi-foreign language support
- Need drivers' scheduling

Freight is always on the move and the driver's I/O of choice is the cellular phone found on the driver's belt. Road/weather conditions, traffic delays, emergencies, plane delays, loading difficulties, breakdowns, and scheduling conflicts are all a part of the process of moving freight. The ODT VISION VRU turns that driver's cellular phone into a secure remote terminal to your logistic transportation data. The golden rule of any VRU application is, **"Don't ask the user anything they don't know."** In the case of this truck driver, he knows the shipment tracking number on his paper work and perhaps nothing else. But with this unique tracking number, we now have an identification of who is calling and should be able to do routine things like scheduling, re-scheduling, and canceling dock appointment. Perhaps the driver has



experience problems and he is wanting to let the transportation department know of the difficulties. He may also be requiring the status of a dropped trailer which was to be unloaded or directions to the warehouse.

*"The ODT VISION VRU turns that driver's cellular phone into a secure remote terminal to your logistic transportation data."*

Posting of completed deliveries or appointments is another way to monitor what is being done by the drivers out on the road. A customer waiting for a furniture delivery could call into the system, enter their sales bill tracking number, and get an updated time when today's delivery can be expected since the driver is posting current route progress.

The e-mail sending feature of generation 5.0 of the ODT VISION VRU also brings a new type of application to the logistics vertical. We can send an e-mail to the driver's cellular phone or digital pager notifying them of a delivery or appointment request immediately, giving your company the ability to provide true "business-on-demand."

### Sample Applications for ODT VISION® Telephony for Windows and the IBM iSeries/AS400

- ☎ Order Entry
- ☎ Transaction Confirmation
- ☎ Shipping Information
- ☎ Pricing Information
- ☎ Stock Availability
- ☎ Customer Inquiry
- ☎ Credit Availability
- ☎ Information Hotline
- ☎ Off-site Payroll Input
- ☎ Employee Benefit Hotline
- ☎ Business-on-demand Customer Response
- ☎ Automated System Operator
- ☎ Automated Paging & Email Delivery
- ☎ Fax-Back Systems
- ☎ Query Reports On Demand
- ☎ Human Resource Support
- ☎ Warehouse & Logistics Support

### Real life story

*One of our ODT VISION VRU clients place a 12 line unit in their logistic department to handle routine calls from 3rd party truck drivers. The drivers could schedule dock appointments, get directions, and check on dropped trailers. Our client did their own customization for this application. The cost of the ODT VISION VRU for the project was \$17,000. In the first year, it administered to 81,000 phone calls. This account now has multiple units which take calls for a variety of departments which is totally justified by the costs savings.*

## Credit Union, “Where’s the Money?”

GDS Professional Service is an IBM Business Partner in Mobile, AL that sells a complete business solution including an IBM iSeries processor and software for Credit Unions. A part of their solution is the ODT VISION Voice Response Unit to improve customer service and provide 24/7 response to the credit union member’s needs.

GDS’s clients face key business challenges in finding ways to improve Customer Service, optimize existing personnel, and provide information on a 24/7 basis. By nature, Credit Unions have limited budgets for personnel and administration. For the price of one minimum wage

worker based on an 8 hour, 5 day a week shift for one year, GDS clients can now address customer’s needs 24/7 complete with security and logging of all transactions.

Callers can now make transaction inquiries and retrieve information about transactions that occur outside of normal business hours, such as ATM’s, debit cards, and electronic funds transfers of payroll and retirement benefits. Benefits include improved Customer Service, reduction of ongoing personnel cost, and the freeing up of personnel for other duties.

This 4 line unit takes approximately 10,000 phone calls a month.



*“This ODT VISION VRU answers the calls for about 5 cents a call which includes the costs for the phone lines based on a three year payback.”*

## Reacting to Government Rule Changes in Insurance/Medical Procedures

If your firm is in the Insurance or medical vertical, you know how HIPAA is changing the way we do business. The “HIPAA” regulations were first enacted under the Clinton Administration. It so changes the rules and policies by which medical business is conducted, that different requirements are taking effect at different dates. This has been going on for several years.

A few years ago while trying to research what “HIPAA” means for our clients, I came across a document, “Understanding HIPAA, a Complete Summary.” Finally, what I needed; a seventeen page document which explains HIPAA. The only thing clear in this paper was **“what the fines would be at various level if your firm was not in compliance.”**

There are many paid consultants today making a very good living trying to keep firms in compliance to the ever changing rules however here are the main points within HIPAA:

- Medical Record Privacy
- Establishment of trade partners with permission to records
- Rules and Regulation on how electronic transaction are done
- Audit & Log Trails of all activities

Needless to say, these regulations are changing our computer systems. Security, audit trails, and protocols are a must. Your approach needs to be, “we can prove what was done and by who and when”. A new resource is “Insurance Clearance Houses” which work much like the “Credit Card Clearance Houses” used today. These are large data warehouses of insurance policy information from thousand of insurance companies with established relationships to these trading partners. We are currently working with multiple “Insurance Clearance Houses” which will provide this information through our ODT VISION Voice Response Units or Web interfaces.



## Building an Audit Trail

Building a log or audit trail of activates that the caller uses through your VRU will help monitor how the system is being used, monitor what needs to be changed in the application, monitor the number of calls for capacity concerns, determine peak periods, monitor calls where user just “Hangs up”, and (in the case of an application where a call transfer is directed to a live representative) see how many calls are transferred. There are three ways in which to build this log file

1. Use the System Log Feature
2. Write to a flat ASCII File
3. Write a Record to Database File.

Any variable value which the VRU collects on a call such as user ID #, Menu Option, Input Value, Output Value, and Date/Time Stamp can be written to this log record which can be used in building a report of the activities of the unit. The date/time stamp of the transaction may be as an important part of the application. Even more important than what was done.

## OHIO DATA TRANSFER

200 East Campusview Blvd. 200  
Columbus, Ohio 43235

Phone: 614-985-3814  
Email: sales@ODT1000.com



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## Get Your Own Demo Today

Go to [www.ODT VISION.com](http://www.ODT VISION.com) to get your own demonstration of the ODT VISION Voice Response Unit which will run on any Windows based PC of Windows 98 or later with sound card and speakers. This is a simplistic order entry and shipment status system which is running off a Microsoft Access database. The demo is in the test mode and you will be using the "Test Phone" feature of the ODT VISION VRU to simulate a phone call to the data.

Manuals and case studies are also available on the web-site.

## Scripting Examples

Your own voice response applications can be created using the script compiler. ODT VISION® uses an easy to learn "Basic" - like scripting language allowing you to quickly create your own voice applications from any display screen application from the AS/400 or linked to micro-databases via ODBC. This allows us to provide real-time information from the VRU.

The script will do the following five functions:

1. Play voice files
2. Move logically through the application and system
3. Take data keyed in by user and send it to screen or database
4. Retrieve data from screen or record field to speak or use in a condition statement
5. Check for errors

### Example of General Coded

```
-----  
; Get Customer Number from caller  
-----  
EnterAccount:          ;goto tag  
ClearDigits  
Rtn = Play "Cust.vox",0,"@" ; "Enter your customer #"  
Rtn = GetDigits 4,"#",15 ; get 4 digits until # key,  
CustInput = DigitBuffer ; or a max of 15 seconds.
```

### Example of iSeries/AS400

```
-----  
; Enter Customer Number to the AS/400  
-----  
  
SessionSetCursor 6,37 ; set cursor at member field  
SessionSendKeys CustInput  
SessionSendKeys "@A@E" ; field exit  
SessionSendKeys "@E" ; enterkey  
SessionWait  
  
Screenvalue = SessionGetScreen 1,2,8  
  
If Screenvalue = "UT506I01" then ;account in default  
  
amtdue = SessionGetScreen 7,35,9  
Delamt = SessionGetScreen 9,35,9  
ReturnCode = Play "Yabalis.vox" ;Your account balance is....  
Speakdollars amtdue  
ReturnCode = Play "Withdel.vox" ;with a delinquent amt of...  
Speakdollars delamt  
SessionSendKeys "@3" ;Cmd 3  
SessionWait  
  
Else  
  
ReturnCode = Play "Badaccount.vox" ;Your account number  
;entered is bad....  
  
GoTo EnterAccount  
  
Endif
```

### Example of Miro Routine

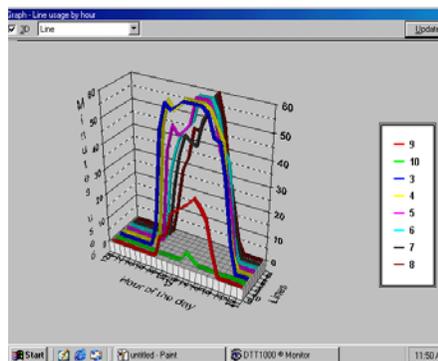
```
-----  
; Find record in database, and get field information  
-----  
  
OpenDB CustomerFile, "CustNoIndex" ;open database by index  
-----  
; find customer number in database table  
-----  
SeekDB CustomerFile, =, CustInput ;look for record in db  
If MatchDB then  
Msgbox "Matched Record Found"  
Name = CustomerFile.name  
Phone = CustomerFile.phone  
Else  
Msgbox "Record not Found"  
GoTo EnterAccount  
Endif  
  
CloseDb CustomerFile
```

## When is it time to add lines?

The ODT VISION Voice Response Unit has built in utilities to determine when it is time to add additional lines to your unit.

The most useful feature is the line capacity graph which gives the current 24 hour period for all lines selected. This visual presentation shows each line and how many minutes for each hour that that line was off hook and in use. This daily presentation can be reviewed up to the 30 previous days.

The second approach is to build within your logging routines the length of each call and the total number of calls taken per line, per day. If your system is off lines which rotate, you only need to examine the last line. If the total



minutes exceeds or approaches the time within a day, it is time to grow.

Lines are added in multiples of four by adding additional cards and changing the line properties and registration code supplied by ODT. This infield upgrade is easy and you

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