

THINKING OUTSIDE THE BOX  
IN CUSTOMER SERVICE

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**ODT VISION Voice Response Unit May Offer  
The Key For Your Business Success**

The ODT VISION VRU will enable your current computer applications to interface with your users or customers on a 24/7 bases. A general rule, "If you currently have a clerk who is either looking something up or posting information to a screen for a user while on a live call, this function can be

replaced by the ODT VISION VRU."

Our clients come up with all types of ways to use our unit. Cellular phone popularity and mobility of users has increased the potential applications where we now are a viable



solution. Web based solutions are not always available to all users, especially those on the go. The ODT VISION VRU is always less expensive to implement and administer than a Web solution. The VRU's ease of customization leads to a short development cycle and lower cost.

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Type of Department	Possible Applications
Appointment Scheduling	Scheduling and Canceling Appointments on everything from Beauty Parlor to "On-site Home Appliance Repair " to Deliveries
Athletic Clubs (golf, tennis, YMCA, etc.)	Tee Time or Court Scheduling, Class or League Registration, Sun Bed Reservations, Account Inquiry or Bill Payment, Activity Announcements
Brokerage & Financial	Account Information, Pricing, Transaction Confirmation, Purchasing Stocks
Credit Union & Banks	Account Information, Transaction Confirmation, Profile Changes
Distributor	Order Entry, Shipment Status, Pricing Information, Stock Availability, Account Information, Logistic Support
General	Voice Mail, Fax on Demand, Report Generation on Demand, Automated Call Distribution,
Government	Almost any interactive Customer Service type function (Mayor Court, Tax Information, Building Permits, Inspections, Emergency Notification, Community Activity Schedule, Senior Citizen Outreach, House Check, Automated Call Distribution
Human Resources	Employee Verification, Job Postings, Retirement Accounts Inquiry, Open Enrollment, Scheduling Vacations or Posting Sick Days, Faxback of Forms
Insurance	Policy Status, Schedule Benefits, Policy History, Open Enrollment, Claim Payment Status, Policy Pricing
Logistics	Dock Scheduling & Cancellation, Directions, Route Progress Posting, Warehouse Availability, Driver Scheduling, Emergency Notification
Schools & Universities	Class Registration, Activity Announcements, Account Payments & Inquiry, Faxback of Forms on Demand
Utility Company	Account Inquiry, Payments, Meter Readings, Appointment Scheduling & Cancellation

*Real life story*

A client has a large campus like environment where their employee call into an IBM AS400 to report to HR that they are missing their shift. The employee is notified if they have missed too much work and proper warnings are logged if needed. Also the employee can chose to use vacation or sick days if available. The department is then notified via e-mail that this employee has called in.

The VRU now finds a replacement worker by calling out to available employees. Once a replacement is found, the department is now notified as to who the replacement worker will be and all of this is posted to a log file.

**Solution Provides:**

- Date/Time Stamp of all transactions
- HR data base kept current
- Sick & Vacation Days can be used
- If needed, Employee's Warnings are Administered & Logged
- Department is notified & kept current
- Replacement worker found

## Price Increased on June 1, 2003

For the 1st time in two years, new pricing has taken effect for the ODT VISION VRU. Even with the price increase, our interface is still substantially cheaper than live personnel.



### DTT1000 VRU vs. Live Personnel

Based on minimum wage of \$5.65/Hour(no benefits) and DTT1000 Unit Amortize in One Year

Hours/Days for CS	4 Concurrent Calls	8 Concurrent Calls	12 Concurrent Calls
People 24 Hr/7 Days	\$197,976.00	\$395,952.00	\$593,928.00
People 8 hr/7 Days	\$65,811.20	\$131,622.40	\$197,433.60
People 8 hr/5 Days	\$47,008.00	\$94,016.00	\$141,024.00
DTT1000 24/7 (One year only)	\$16,500.00	\$21,000.00	\$25,500.00

**DTT Pricing, a one time charge where Live Personnel is a yearly cost**

## Subcontractor Posting System Keep Everyone on the Same Page

Project management takes on a whole new meaning when the project is not on a single factory floor but at a remote construction site.

Combine scheduling, weather, deliveries, inspections, building permit issues, improper estimates of allotted time, and 3rd party subcontractors; and you have a whole host of potential problems where the project is not going to be finished on the estimated completion date.

### Inherent Problems

- 3rd party subcontractors
- Work may be preformed 24/7
- Weather or delivery delays
- Inspection approval required to continue
- Prerequisite not finished
- Lack of proper information flow

Communication is the only way to overcome these obstacles, however; the work may be preformed 24/7 which is outside the normal M-F 8:00-5:00 office hours of the corporate general contractor's administrate office hours.

The 3rd party subcontractor may only know the element of

the project that he is involved with. Without a on-site manager who is actively managing all elements of the project, how do we keep everyone on the same page?



We create a project management database connected to the ODT VISION VRU. Each element of the project is assigned a tracking number and the subcontractor who is responsible for that element. Each subcontractor signs onto the VRU and can inquire on any element of the project but can only make modifications if that item is assigned to his profile. Not only can this user now check if all the

*“Each subcontractor signs onto the VRU and can inquire on any element of the project but can only make modifications if that item is assigned to his profile.”*

prerequisites are done so work can begin on his element, but they can also post their progress. If any problems have arisen, the user can inform the site manager immediately even if they don't know who that manager is.

### Types of Clients Using ODT VISION® Telephony for Windows and the IBM iSeries/AS400

- ☎ Athletic Clubs
- ☎ Beauty Parlors & Spas
- ☎ Catalog & Mail Order Companies
- ☎ Credit Unions & Banks
- ☎ Construction Companies
- ☎ Distributors
- ☎ Food Suppliers
- ☎ Government Agencies & Departments
- ☎ Golf Courses & Tennis Clubs
- ☎ Insurance Companies
- ☎ Manufacturers
- ☎ Medical Offices & Hospitals
- ☎ Movie Theaters
- ☎ Personnel Firms
- ☎ Pizza Delivery Companies
- ☎ Restaurants
- ☎ Retail Stores
- ☎ Schools & Universities
- ☎ Service Firms
- ☎ Stock, Retirement, & Brokerage Firms
- ☎ Utility Companies
- ☎ Warehouse & Logistics Support

### Benefits

- Open to all users, even 1st time users
- Improvement of information flow 24/7
- Users can communicate via their cellular phones directly from site
- Audit trails are established of all transaction
- Site manager can administer project from corporate office or is notified immediately of problems
- No ongoing cost like PDA's/Laptops, wireless connections, or personnel training

## Class & League Registration in Real-time

The ODT VISION VRU will not only allow a caller to inquire about the availability of a class but give instantaneous registration and collect payment if that is required for registration.

Once the class is full, the caller could be placed on a waiting list. If an opening occurs, the individuals who are on the waiting list could be called to fill the class.

Softball, soccer, or any team sport participants could be registered for league play by using membership numbers.

Since the caller is doing their own registration live, immediate feedback is possible and there is no personnel



### Real life story

*A large metropolitan YMCA has multiple locations which offer a variety of class. Even though you may workout at a location near your home, you may want to take a "yoga" class after work at a location near your office which is downtown. With the ODT VISION VRU, you can use your membership club identification number to check availability and then enroll.*

costs associated to perform the registration. The caller can also inquire or register for classes or

league play on a 24/7 bases. This customer service would be available to any user with a phone with no web access required.

Also think of scheduling items such as golf course tee times or placing a reservation on any resource where a credit card number will hold the reservation.

Built into your application may be a recommendation of alternatives if the 1st selection is not available. This is a great solution if a class catalog system is used or you want to build a waiting list for over-flow registers. Additional class information may also be provided by our unit..



## On Site Installation Get Project Up and Going Fast

On-site installation offered by ODT and many of our business partners for your new ODT VISION VRU offers more than just successfully connecting your new unit to your data and phone system. What our technicians bring to the table is experience not only in the installation of the equipment but what makes good telephony applications. A little planning ahead will make that installation day smooth and most basic application will be in production at the end of the day.

Before the installation day, we will work on building a flow chart, which will display what your phase 1 of this application will look like. This will give you a visual presentation to share with your associates as to what the flow of the application to the caller will be. Obviously, it is easier to make changes before any script is written, however since the unit is so easy to customize; we can always make changes. Next, a script may be created which only needs to be modified and tested once the equipment is on site.

Finally; with the equipment on site, training, orientation, and testing can be completed even if phone lines are not installed yet.

All development should be this easy

## Government Departments Reacting to Limited Tax Revenues

Local, State, and Federal levels of government all have a common theme, "Tax Revenues are Down." The down turn in the economy has also cause the citizens to ask more from the governmental agencies which are being stretched to the max. It is a constant challenge to be able to address the citizen's needs and maintain the existing level of customer support.

One of the largest costs within any government department is labor. Any call which could be handled by a VRU instead of a live customer service will be cheaper to address. Also, some applications may need to be done outside the normal M-F 8:00-5:00 time frame like building permits, inspections, tax inquiry, mayor's court, emergency notification, utilities billing, etc.

The bottom line; the department's customer service needs to be as efficient as possible where the existing personnel's efforts are optimized to lower or maintain labor costs.

A complete audit trail of all activities and transactions needs to be compiled for legal and privacy issues. Also needed is the ability for the caller to exit out of the automated attendant routine to live personnel or send immediate notification of a problem to the correct individual or department.



### In general we want to:

- Provide real time information to users 24x7
- Maintain security and privacy of data
- Improve services to clients
- Optimize existing personnel
- Lower or maintain the cost of customer service
- Build audit and log trails of all actions

Use the ODT VISION to keep your costs low and improve Customer

## OHIO DATA TRANSFER

200 East Campusview Blvd. 200  
Columbus, Ohio 43235

Phone: 614-985-3814  
Email: sales@ODT VISION.com



### Improving Customer Service Affordability

Submit your technical questions or get free project analysis regarding your telephony application to:

TechSupport@ODT VISION.com

Or Call:

We are on the Web  
ODT VISION.com

## 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.

## HOW DO THEY DO THAT? "Keying Alpha Variable With Touch Tone Phone Pad"

### How to key Alphanumeric Items

There are three ways in which to work with Alphanumeric input with the ODT VISION VRU.

- Create an input item number which is unique
- Use an item key sequence code for all Alphanumeric Input
- Use the Alpha Conversion feature found in the ODT VISION VRU

**Unique Item Input Number** is perhaps the easiest of methods and used in most mail order catalogs. This method is where a unique numeric number is assigned for each item. When the caller enters

that item number, the screen or record field is updated with the matching alphanumeric string.

**Key Sequence Code** uses a database table or screen field that references a keying sequence field which has a keying string that matches that what a caller input would look like if they keyed in the alphanumeric string with the phone keys. In this method we use the key of 7 for "Q" and 9 for "Z". This keying sequence needs to be unique or your VRU application may respond with something like this

(User's key sequence has more than one possible match...Key Seq. "6333" for "Neff" has 3 possible responses)

### There are three matches:

- Press 1 for.... Gary Neff
- Press 2 for.... Peggy Neff
- Press 3 for.... John Neff

This method is used in some PBX voice mail systems to find extension number value where you spell out the last name of an individual. Once the unit locates the individual and their extension, the caller verifies that this is correct and the call transfer is performed.

You can run a database update script from the control window off a clock time to create a key sequence code in the keying sequence field for each record in your database if your database does not currently have that field value or needs updated for new records.

### Alpha Conversion

assigns a alphanumeric variable value; the result of an Alpha Conversion Operation performed on the numeric string.

The ODT VISION VRU offers two types of Alpha Conversion

#### Syntax:

*strvar* = **AlphaConvert1** *value*  
Returns alpha *value*.

The string **"\*21\*23\*32"** under **aphpaconvert1** would return **"ACE"**.

*strvar* = **AlphaConvert2** *value*  
Returns alpha *value*.

The string **"\*212332\*"** under **aphpaconvert2** would return **"ACE"**.

## Looking for 3rd Party Relationships

If you are using a package software product, we would appreciate it if you told them about the ODT VISION VRU. We are always looking to establish 3rd party relationships with various software solutions and even are willing to private label the ODT VISION VRU software where the software developer wants to sell

the ODT VISION VRU as their own product or consultants who want to represent the ODT VISION VRU in their product line.

The ODT VISION VRU has already been customized around many standard packages such as JBA, J.D. Edwards, HTE, etc. Let us know if you are

