

# THINKING OUTSIDE THE BOX IN CUSTOMER SERVICE

*Look for announcement of new generation 6.0 soon*

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## ODT VISION Voice Response Unit meets “need it now” demand

Clients want information 24 hours a day, 7 days a week. The goal is to provide information from the current computer systems which may consist of multiple platforms to the outside world. A common-sense approach is needed while not being prohibitive in cost. The development and system administration must not be a drain on existing limited IT resources. Existing solutions such as web sites, direct access to existing systems, or wireless I/O's bring up a variety of problems including system security, implementation, additional hardware-software costs, management, training, and support.



with existing public phone networks. The standard touch-tone or cellular phone is now a terminal to your data.

### *The ODT VISION VRU can provide:*

- I/O terminal to data
- Report Generation on demand
- Store-forward of information
- E-mail Generator
- Foreign language translation
- Automatic Call Distribution

### *I/O terminal to data*

First you must know where the information that you want to provide resides and the nature of what functions the application needs to perform. Consider the business problems which need to be solved and what information your customers need to access.

The **ODT VISION®** for the **iSERIES/AS400** is a revolutionary product that allows two-way telephone access to your **IBM iSERIES/AS400 or Micro Database**. With **ODT VISION®**, **every touch-tone phone in the world becomes a remote terminal to your Data.**

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A simple solution might involve computer telephony, the blending of computer and voice processing. The voice response unit has the ability to combine voice with data for use

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### *Sample applications*

-  Order Entry
-  Transaction Confirmation
-  Shipping Information
-  Pricing Information
-  Stock Availability
-  Customer Inquiry
-  Available Credit
-  Information Hotline
-  Off-site Payroll Input
-  Employee Benefit Hotline
-  Customer Response
-  Automated System Operator
-  Automated Paging & E-mail Delivery
-  Fax Back Systems
-  Query Reports On Demand
-  Human Resource Support
-  Warehouse & Logistics Support
-  Automated notification to field personnel
-  Audit and Log trails of all activities

## Report Generation or faxback on demand

It is quite simple to build a query report on your iSeries System which can be recalled and edited. Just add a host fax interface. Now, the ODT VISION requests the caller to select which report they need, their fax number, and customer number. All values are inserted into the query report and dumped to the printer outque which is a fax interface. This same equipment can also be used as a faxback solution where information, forms or data sheets can be faxed.

(see "How tdo hey do that section" on page 4)

A client's receiving dock supervisor calls your ODT VISION VRU and inserts his fax number and request a shipment manifest. In a few minutes, his request is sent to his fax machine even though it is 6:00 am. and he didn't even know it was an iSeries/AS400 he called.

## Store-forward of information

You have information being collected outside the normal office hours which is being collected and forward to the person who is on call for this department. This allows you to respond to emergencies which come in after hours. This information may be text, data, or recorded voice messages which will be forwarded to that individual. This lowers personnel costs and we don't have to have personnel in the office 24/7, 365 but still can address customers' requests.

A northeastern home heating oil company sends their truck drivers home at night and on the weekends with loaded tankers. If a housewife calls in outside of business hours, she enters her phone number which brings up her account history to help with processing the order. The information collected in the order entry sytem is forward to the driver who can make the delivery immediately.

## E-mail Generator

The ODT VISION VRU contains an API to Outlook where e-mails can be created off the VRU application and are dumped to the outbound folder. Outlook is configured to automatically send the e-mails out of your LAN e-mail server. These emails can contain text, data, or voice recordings. There can also be attachments.

Once a day, the factory production scheduling system automatically sends emails to the clients who's order is now going into production. This improves customer service as they know when their order is in the production que and when it will be finished.

## Forgein Language Support

Even though all the data on your system may be in English, you may need to support clients who don't speak English. The ODT VISION VRU can translate and support up to ten concurrent languages. You will need to build within your application a language selection menu where the caller selects which language they want for their session. Also, you will need to record both outbound and system

## THINKING OUTSIDE THE BOX

voice files, create a patch for each, and build them into your customization script.

## Automatic Call Distribution

Automatic Call Distribution allows callers into your PBX to find the proper extension by entering a few letters of the person's last name. When the proper person is found, the call is transferred to that extension.

In conclusion, you have more solutions today then ever befor for providing information to your clients. A VRU solution will also allow you to provide customer service 24/7 without a breach of security or opening up your system to viriuses. It also will not have the high costs of software/hardware, continous administration, or the long development cycles which other solutions may contain. With the lean times of the past few years, this may provide a competitive edge without the addition of expensive personnel. Improved information flow and the ability to be responsive to customer needs may be the very thing that seperates you from your

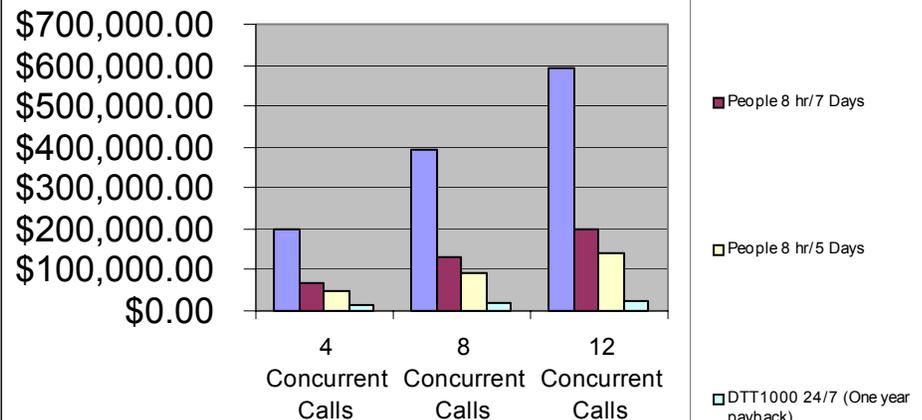
## ODT VISION vs. Live Personnel

Sometimes a picture is worth a thousand words. The following is a graphical presentation of the cost of using the ODT VISION vs. live personnel for any customer service type application your company may be

currently doing. The live personnel cost was based on a minimum wage of \$5.65 per hour with no benefits.

**(In this example, four concurrent calls would cost \$47,008.00 for 5 days a week for 8 hours a day vs. \$16,500 for 24/7 with ODT VISION. This is a savings of \$30,508 with unit paid for in less than a year. Customer service is improved by going 24/7.)**

### ODT VISION vs. Live Personnel



## Method 1 (Cost Per Call Based on Volume)

## Cost Analysis (cont)

Based on 3 year payback of equipment (Excludes phone line cost)

Number of Calls Per Day	4 Line Cost Per Call	8 Line Cost Per Call	12 Line Cost Per Call
200	\$0.08	\$0.10	\$0.12
300	\$0.05	\$0.06	\$0.08
400	\$0.04	\$0.05	\$0.06
500	\$0.03	\$0.04	\$0.05
600	\$0.03	\$0.03	\$0.04
700	\$0.02	\$0.03	\$0.03

Features that the ODT VISION Voice Response Unit has that our competition

## Method 2 (Calculated break even period)

### ODT VISION COST JUSTIFICATION WORKSHEET

These equations were derived from the Cost Justification Summary to allow you to insert your own company figures. The results will illustrate the saving in labor that the ODT VISION will provide when trying to provide customer support 24 hours a day, 7 days a week.

W = hourly wage of those who are providing customer support \$ \_\_\_\_\_ w  
 MP = monthly line charge from phone company \$ \_\_\_\_\_ mp  
 P = Monthly Phone Cost \$ \_\_\_\_\_ MP X 12 mo X "#" Lines \_\_\_\_\_ = \$ \_\_\_\_\_ p  
 A = Acquisition cost of hardware/software

4 line AS/400 unit \$16500  
 8 line AS/400 unit \$21000  
 12 line AS/400 unit \$25500

Cash outlay  
 Hardware/software cost = A \$ \_\_\_\_\_ a  
 Phone Cost = P \$ \_\_\_\_\_ p  
 YT = 1st year cash outlay = A + P \$ \_\_\_\_\_ YT

Yearly Labor Savings  
 LS = Multiply days X Hours X Wages X number lines for labor savings  
 # Days \_\_\_\_\_ X \_\_\_\_\_ hours X \_\_\_\_\_ Wage\$ X \_\_\_\_\_ #Lines = \_\_\_\_\_ LS

To find:  
 Subtract Labor Savings (LS) from cash outlay (YT) to each Yearly savings

$$LS - YT = YS$$

Monthly Payoff  
 Divide Labor (L) by 12 to get monthly labor = ML  
 Divide monthly labor into cash outlay (T) = number of months for payoff

## Method 3 (cost per call)

	4 Line	8 Line	12 Line
Cost per hour based on 1 year	1.883561644	2.397260274	2.910958904
Cost per hour based on 2 years	0.925925926	1.178451178	1.430976431
Cost per hour based on 3 years	0.627853881	0.799086758	0.970319635

DC = Multiply Cost per Hr. X 24  
 Divide number of phone calls (NC) into Daily cost (DC)

$$DC \text{ _____} / NC \text{ _____} = \text{Cost per call _____}$$

You can compare the cost per call of the ODT VISION VRU vs. cost per live personnel to establish the cost savings.

- AS/400 test utility
- Built-in compiler with help
- Built-in manuals and documentation
- Built-in system logging
- Call transfer function
- Console window for system monitoring
- Control window for scheduling
- Debug mode
- Easy to learn customization with short development cycle
- E-mail support
- Enduser development and control
- Fast development cycle
- Graphic capacity utility
- Individual line control
- Line detail window
- Line setup and configuration program
- Low entry cost
- Message window for error conditions
- Migration paths
- Multi-platform connectivity
- Multi-language support
- ODBC compliant
- Scalability
- Sub-routine switches
- Test mode for development on secondary PC
- Voice Manager for recording on any PC with sound card
- Voice-mail recording
- "Wav" file conversion

## OHIO DATA TRANSFER

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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.

### Improving Customer Service Affordability

Submit your technical questions or get free project analysis regarding your telephony application to:  
[TechSupport@ODTVISION.com](mailto:TechSupport@ODTVISION.com)  
Or Call: 614-985-3814

### HOW DO THEY DO THAT? "Report Generation on Demand or Faxback"

One of the more interesting applications which many of our clients use the ODT VISION VRU for is an I/O which creates a query report or request for a document or form on demand which is faxed back. The fax number is entered at the time of the call or is retrieved from a database once the user has been identified. This application requires a fax server which looks to the system as a printer. We just build a print job which is spooled which contains the fax number and commands to drive the user's request.

### Obtaining Fax Number

We can obtain the fax number from a database record or request the caller to enter their 10 digit fax number. We now must see if that fax number is a local or long distance number. (following code is when we ask for fax #)

```
GetFax#:
ReturnCode = Play "faxno.vox",0,"@" ; "Enter
your fax number including area code followed
by the # "
ReturnCode = GetDigits 10,"#",20
FAXnoI = DigitBuffer

Rtn = Play "yeFAXno.vox" ;You entered fax #...
Speak faxnoI
ReturnCode = Play "FSOK.vox",,0"@" ;press
1 if correct, any other key to cancel

OKInput = GetDigits 1,"@",15
If OKInput <> "1" then GoTo getFAX#

areacode = left faxnoI,3
areacode = 231 then ;local call since in same
area code
FaxNo = "fax/ " & FaxNoI
```

```
Else
FaxNo = "fax/ " & "1,"
FaxNo = FaxNo & FaxNoI
Endif
(example is using ComUSA Docgate fax interface)
```

### Obtaining Document Number

We can obtain the document number from the caller where there is a general number for what is available which is first faxed back or if the caller knows the desired document numbers, the caller enters the codes for the documents. You must compare the input against a database table or from an "If" statement.

```
Getdoc:
ClearDigits

If d = 1 then
ReturnCode = Play "FSdoc1.vox",0,"@" ; "Enter
your document number followed by the # or doc #
100 to get the general listing of documents avail-
able"
rtn = Play "docnio.vox",0,"@" ;"Enter
100 for I-Xware Datasheet, 102 for DocGate Data-
sheet, 103 for etc.....

Else
Cleardigits
ReturnCode = Play "FSdocN.vox",0,"@" ;
"Enter your next document number followed by the #
or just the # key to end building the list of
documents
rtn = Play "docnio.vox",0,"@" ;"Enter 100 for I-
Xware Datasheet, 200 for DocGate Datasheet, 300
for etc.....
Endif

ReturnCode = GetDigits 3,"#",20
doc = DigitBuffer

ld = length Doc
if ld = 0 then
If DocStatus = "Selected" then
GoTo SendEmail
Else
GoTo Getdoc
Endif
Elseif ld <> 3 Then
Play "FSdoce.vox" ; "Document
# in error with the wrong number of digits"
c = c + 1
GoTo GetDoc
endif

Play "FSyedoc.vox" ;You entered
Document number
Speak Doc ;22323
ReturnCode = Play "FSOK.vox",,0"@" ;press 1
if correct, any other key to cancel

OKInput = GetDigits 1,"@",15

If OKInput <> "1" then
GoTo getdoc
else
DocStatus = "Selected"
Endif
If Doc = 100 then
doc = "C:\Documents and Set-
```

```
tings\Administrator\current_projects\docgate\Gener
al.pdf"
Emailtext ""
Emailtext " Within this fax is
a general listing of documents which can be faxed"
Elseif Doc = 101 then
doc = "C:\Documents and Set-
tings\Administrator\current_projects\docgate\MRS
DocGate.pdf"
Emailtext ""
Emailtext " This fax contains
the MRS DocGate Data Sheet"

Elseif Doc = 102 then
doc = "C:\Documents and Set-
tings\Administrator\current_projects\docgate\MRS
Exchange.pdf"
Emailtext ""
Emailtext " This fax contains
MRS Exchange"

Elseif Doc = 103 then
doc = "C:\Documents and Set-
tings\Administrator\current_projects\docgate\MRS
Notes.pdf"
Emailtext ""
Emailtext " This fax contains
MRS Notes"

Elseif Doc = 104 then
doc = "C:\Documents and Set-
tings\Administrator\current_projects\docgate\MRS
office.pdf"
Emailtext ""
Emailtext " This fax contains
MRS Office"

Elseif Doc = 105 then
doc = "C:\Documents and Set-
tings\Administrator\current_projects\docgate\DocGa
te Pricing List.pdf"
Emailtext ""
Emailtext " This fax contains
DocGate Pricing"
Else
ReturnCode = Play
"FSbadno.vox" ;"The document number entered is in
error
C = c + 1
GoTo GetDoc
Endif
If d = 1 then
doc1 = doc
If doc = "100" then GoTo Getfax#
d = d + 1
GoTo GetDoc
Elseif d = 2 then
doc2 = doc
d = d + 1
GoTo GetDoc
Elseif d = 3 then
doc3 = doc
d = d + 1
GoTo GetDoc
Elseif d = 4 then
doc4 = doc
d = d + 1
GoTo GetDoc
Elseif d = 5 then
doc5 =
doc
Else
Rtn = Play
"DocAllowed.vox" ; you are
allowed a max of five docu-
ments
GoTo Getfax#
Endif
Emailsend:
If d = 1 then
EmailAttach doc1
Elseif d = 2 then
EmailAttach doc1
Elseif d = 3 then
EmailAttach doc1
EmailAttach doc2
Elseif d = 4 then
EmailAttach doc1
EmailAttach doc2
EmailAttach doc3
Elseif d = 5 then
EmailAttach doc1
```

Next month's article will cover query report on demand