

THINKING OUTSIDE THE BOX IN CUSTOMER SERVICE

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ODT VISION is built to be an “open system”

The ODT VISION Voice Response Unit was always designed to be an “Open System.” Not open by the definition of Linux, but open by ODT VISION terms.

What it means to be truly open:

- Open to access data from a variety of databases and host platforms concurrently
- Open to migration to newer releases
- Open to move ODT VISION software to a newer, more powerful PC
- Open to intergrate new products due to the modular design
- Open to intergrate our software with other software vendors' products
- Open for the end-user to do their own customization

Multiple Connectivity

Although the majority of our clients are on IBM iSeries/ AS400 systems, we can connect to almost any platform or database via ODBC. This flexibility provides our clients with the benefit of being able to concurrently talk to all the different type of databases within their firm no matter which platform that information is found on. This also

beneficial for future applications if that customer ever moves off the current platform or changes software.

Migration to new release

The ODT VISION Voice Response Unit may add new features but the compiler can always run existing customization scripts. (*No development is lost*) To run any pre-existing script on a new release, just re-compile that script. It will always run on the new release. Our clients may choose to move to the new release to take advantage of new features and old applications can be brought up immediately.

Ability to Move to New Hardware



We ship the ODT VISION Voice Response Unit with a number of manuals. Sometimes clients respond, “*I never had to use the System Reference Guide, what is it for?*” This manual gives the user the knowledge of what is required to move our software and dialogic voice cards to a new PC. Our unit is not tied to the original PC which it was shipped on. As Microsoft comes out with new Operational System releases and the

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processors get faster, we can move the product to the new generations of Operational Systems and hardware.

Modular design allows integration of various products

By designing the ODT VISION Voice Response Unit to be compatible with a variety of Microsoft products, it is easy to integrate a variety of 3rd party vendors' software products or databases. Our ODBC compatibility comes from an API which is written to use Microsoft Access. If you can establish an external table connection to the ODT VISION.mdb container, the VRU can interact with your database. We send out e-mail by creating the e-mail and dumping it into the outbound folder of Outlook. Once Outlook is configured as an account on your e-mail server to send e-mails, we can provide this function off your IVR applications.

Even our new "Text to Speech" TTS uses the standard format used in Microsoft SAPI 5.1. You can even customize your voice files by purchasing any SAPI 5.1 compatible voice engine dictionary and loading it into our unit.

Ability to integrate with Other Software Products

The new remote command entry function found in generation 6.0 of the ODT VISION allows the IVR script to call a visual basic program. This means that an application routine on the ODT VISION unit could run any 3rd party window program. Our unit has always been strong in its connectivity to databases and host systems but now it integrates into non-related windows application programs.

End-users can do their own customizations

The ability for the end-user to do their own customization frees the client from ever having to come back to their ODT VISION vendor for future development. As soon as a new need arises, the IVR script can be made to reflect that routine change.

What this means for the end-user?

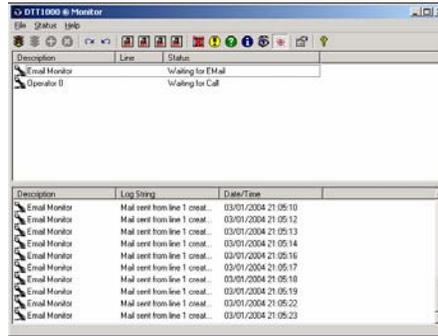
If changes are need in regards to data, application, hardware, phone systems, or platforms; the client can do everything in house at no additional outside cost. The IVR can be updated to the most



recent OS and hardware. Development and current applications can reflect the most immediate needs within the firm.

Remote Monitoring, "How will you use it?"

The monitor screen is not only used for line setup and control but also provides current information as to which line is started, which mode the unit is functioning in, logging level and if any error condition exist.

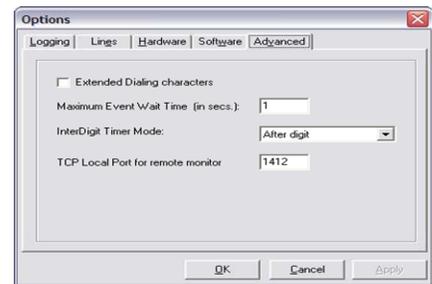


Since the ODT VISION VRU is generally in the computer room, this is not always convenient to the system administrator. An interesting feature of the new generation 6.0 is the ability to display the console screen on another desktop. The following screens outline the setup of this feature. ■

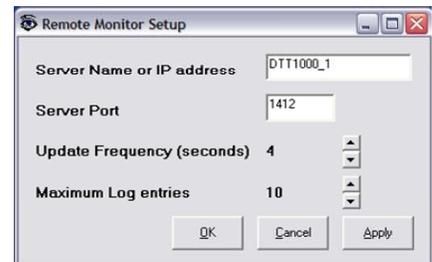
Top of the window has a list of all lines on the monitored system. The first column has the status of the line. The following characters will be displayed:

- (blank) = Normal processing
- W = Warning. A process has taken over 1 minute complete.
- E = Error. A process has taken over 5 minutes to complete.
- I = Inactive. No calls in the last 5 minutes.

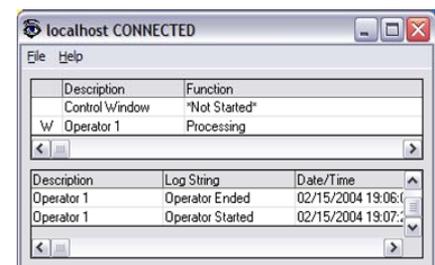
Option Setup



Remote Monitor Setup



Remote Monitoring Display



Editor's Note

In Kevin Costar's classic movie, "Field of Dreams" was the self full filling prophecy , "Build it, and they will come." This is much what we have seen with this new generation. Release 6.0 has added a whole new dimension to the ODT VISION Voice Response Unit by allowing "TTS" Text to Speech and the new "Remote Program Command to interact with 3rd party software programs. Our new features come from client's requests which in turn lead to new applications and clients.

This month's newsletter starts a new series entitled, "Application in the Spotlight." This month's article covers a new account which is obtaining information from prospective clients and forwarding it to the proper marketing department salesman by using the phone area code of the potential client to determine where the information will be sent.

Please contact Ohio Data Transfer to discuss your applications in which the ODT VISION VRU will be the solution or if you need pricing information. We also welcome feedback as to what future features you would like to see added to our product.

Terry J. Rogers

See code in "How they do that article" on page 4

Application In the Spotlight, Gathering potential client's information and forwarding it to the proper marketing department representative

I always enjoy working with a new account because they bring to the table new approaches and ways to do things. Although accounts vary in nature, most have the same goals of optimizing personnel, saving money, building audit & log trails, and proving customer service 24/7.

We are currently working with a new account who is a national distributor of veterinary supplies. This is an iSeries/AS400 account running JBA software. The primary function of their new unit is to allow existing customers to inquire about account status, make payments, and obtain statements and invoices via fax on demand. The ODT VISION VRU is to provide customer service both during and most importantly, after office hours. This is very important considering that their cliental are veterinarians who work extended hours and need to communicate with their supplier outside of normal business hours.

Another type of user is the potential customer who has never

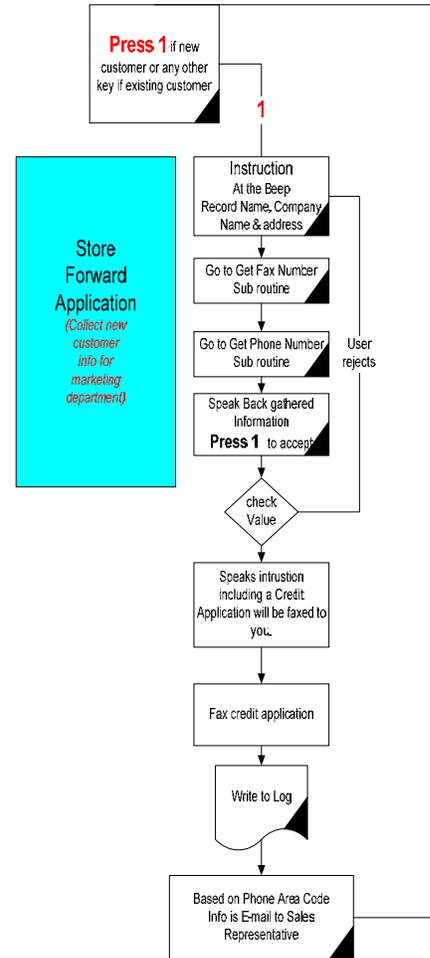


done business with this firm before. The ODT VISION VRU will collect information from this new customer such as:

- Contact name (recorded)
- Clinic name & Address (recorded)
- Phone & Fax Numbers

The ODT VISION VRU gathers this information and speaks it back to the caller for approval. It then logs the call, plays a voice file which contains instructions on doing business with this firm and then faxes a credit application to the caller.

Based on the caller's phone area code, this information (both text and recorded) is e-mailed to the marketing representative for this area of the country. ■



Using 3rd Party Voice Files for "Text to Speech" TTS

The new option of "Text to Speech" TTS found in Release 6.0 of the ODT VISION VRU uses the standard format used in Microsoft SAPI 5.1. This provides greater flexibility in the choices you have for the TTS voice files. This allows you to customize your voice by purchasing any SAPI 5.1 compatible voice engine dictionary and loading it into our unit. If you plan to be doing TTS, the unit comes with the standard Microsoft Mary & Mike voice files. There are other factors which may lead you to choose a 3rd party vendor for your TTS voice files. You may be in a vertical such as medical where your

unit needs to pronounce words not found in a normal TTS dictionary or you may want to do other languages other than English. A company we have worked with is



Cepstral. <http://www.cepstral.com/>

Cepstral has affordable standard voice files and they offer a demo routine on their web site. The standard voices can be downloaded for about \$30 per voice. Cepstral voices support SSML, VoiceXML

tags, and Microsoft(R) SAPI standards to make content authoring, voice switching, and customization easy.

In addition to their flagship US English voices, Cepstral offer Canadian French and American Spanish voices - giving them a full language complement in North America. They also offer both male and female voices in German and UK English. *Cepstral can also build voices based on your own voice talent or customize an existing voice for your application.* Cepstral has also built limited domain voices in Egyptian Arabic, Thai, and Pashto. ■

Get Your Own Demo Today

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Go to www.ODTVISION.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

Improving Customer Service Affordability

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

HOW DO THEY DO THAT?
**"Spotlight Application:
Gathering new client
information and
forwarding it to the
marketing department"**

Check if new customer

```
ClearDigits
Rtn = Play "NewCust.vox",0,"@"
      ;"Please press 1 if you are not a
customer or any other key if an existing cus-
tomer
Rtn = GetDigits 1,"#",5
      ; get digits until # key,
NewCustInput = DigitBuffer
      ; or a max of 15 seconds.

If NewCustInput = 1 then ; caller is new, we will
gather information & fax credit application
CallType = "New Customer"
```

Check if office open/close

```
GoSub OfficeOpen

If OfficeStatus = "Open" then
  ClearDigits
  RTN = Play "ReqTrans.vox" ; The
office is open Please press 1 if you
want transfer to live representative

  Rtn = GetDigits 1,"#",5
      ; get digits until # key,
  TransferInput = DigitBuffer
      ; or a max of 15 seconds

  If TransferInput = 1 then
    CallFunction = "Call Transferred, New
Customer"

    GoSub Log
    GoTo CallTransfer
  Endif
Endif

CallFunction = "Get Credit application"
```

Get Customer Information

```
Recordinfo:
  RTN = Play "NewCustomer.vox" ; Instruction
of what a new customer needs to
know

ClearDigits
  Rtn = Play "Phone.vox",0,"@" ;"Please Enter
You 10 Digit Phone Number
  Rtn = GetDigits 10,"#",25; get digits until # key,
  PhoneInput = DigitBuffer or a max of 15 seconds.

ClearDigits
  Rtn = Play "FaxPhone.vox",0,"@" ;"Please Enter
You 10 Digit Fax Number
  Rtn = GetDigits 10,"#",25; get digits until # key,
  FaxInput = DigitBuffer or a max of 15 seconds.

  Rtn = Play "RecordInfo.vox",0,"@" ; "At the beep,
please say your Name, Company Name &
Address
```

```
Beep
  Voicefilesloc = "C:\Program Files\ODT VISION\Voice
Files"
CRecord = voicefilesloc & PhoneInput
CRecord = CRecord & ".vox"

Rtn = Record Crecord, 0 "#", 5, 1, true

RTN = Play "YouRec.vox" ; You are.....
  Play crecord
  Play "WithCallb.vox" ; with the callback number
of.....
  Rtn = Speak PhoneInput
```

```
ClearDigits
RTN = Play "okselect.vox",0,"@" ;press 1 to select or
any other key to try again
Okselect = GetDigits 1,"@",10

If Okselect <> 1 then goto Recordinfo

GoSub GetFax

RTN = Play "NewCustomer2.vox" ; You will be
receiving a credit application via fax, our
office hours are....
```

```
GoSub log
  This will vary depending on the fax
```

Sub-routine for faxing

interface you need to support. In most IBM host fax interfaces, the fax interface just looks like a printer to the host system. We build a print job which includes the fax number and the credit application. This

print job is then sent to that printer's outq.
PhoneAreaCode = Left PhoneInput, 3

OpenDb Salesman, "AreaCode"; open DB with index

E-mail Routine

```
SeekDb Salesman, =, PhoneAreaCode

If MatchDB Then
  EmailAddress = Salesman.EmailAddress
Else
  EmailAddress = "CorporateEmail@firm.com"
Endif

Email EmailAddress
S = "New Customer with phone number of " &
  PhoneInput
F = "Fax Number of " & FaxInput
EmailSubject S
Emailtext ""
Emailtext S
Emailtext
Emailtext F
Voxwav Crecord ; converts the "vox" file to "Wav"
EmailAttach Crecord
EmailSend
```

CallFunction = "Email Sent"

GoSub log

Goto Endscript

In this routine, we have given the new potential client the ability to transfer to a live representative during office hours. If they don't want a live representative or the call has come in after office hours, the unit automatically gathers the information, faxes them a credit application, e-mails the information to the proper sales representative and logs all information. ■