

## THINKING OUTSIDE THE BOX IN CUSTOMER SERVICE

Visit our new improved  
web site:  
[www.ODTVision.com](http://www.ODTVision.com)

Volume 2 Issue 16  
8/10/2004

### The ODT VISION VRU May Be the Missing Piece in Your Customer Service Puzzle

As a young child, you perhaps spend countless hours putting together a jigsaw puzzle. When completed, a beautiful picture emerged and you had the feeling of accomplishment. If you were missing just one piece, the picture was not complete and your work was not yet finished.

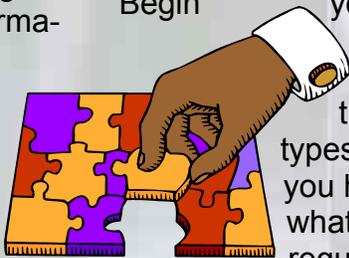
The same is true in today's enterprise network. It is sometimes extremely challenging to deliver real-time information to our business associates and fulfill our customers' "I need it now" mentality. Today's user is demanding 24/7 support. To fulfill this demand, your customer service solution will need to include the use of a combination of services.

- Live Customer Service Representatives
- Web Interface
- Voice Response Unit
- Report Generation and Faxback on Demand
- Mail and e-mail
- Wireless Devices

#### Functionality

The main goal of our customer service solution is to provide simpler and more efficient assistance to our customers.

Begin your process by examining the various types of users you have and what requirements your system must provide for the various types of callers. Their needs likely do not end with normal business hours and if you do not provide live 24/7 customer service, other methods need to be provided



#### Inside this issue:

Missing Piece (cont.)	2
Potpourri of Specialized Application	3
"How do they do that?" Syntax for Giftcard	4

to meet those clients' requests.

Is there a difference in how you need to do business outside of normal business hours vs. during business office hours? Also, do you need to be able to address emergency situations or remote personnel? Do you need to work with people on-call or sub-contractors to balance resources?

Continue on next page

### Where's the Data?

One of the best know advertisement slogans of the past 25 years was Wendy's "Where's the beef?" In our business, the critical question is "Where's the Data?" The information you need to provide efficient customer service may be spread across many different platforms and applications. Those platforms, as well as the very hardware itself, will define what methods are available for your variety of CS needs.



### ODT VISION as an Integration Product

You can't always fit a square peg into a round hole. Your customers may be using different methods based on needs, location & resources available to that user, and a variety of other defining characteristics. The ODT VISION VRU may be the integrating product which blends these different systems and types of I/Os. Basically, you want to add additional features to your current customer service which, at low cost, improve efficiency and give your firm a competitive edge. The ODT VISION VRU does this by using your existing computer system and layering functionality over it.

### Cost

There are always trade-offs and cost must always be a consideration. Included in this cost are the effects your CS solution will have on your available resources.

### Security

The security & privacy of the information is a must. Therefore, you must design a routine that both insures that you are dealing with authorized users and creates logging files for quick and easy oversight.

### Customization and Administration Must be Easy

No one wants to add a complex development cycle or add a product which is hard to administer. Flexibility and functionality is a must.

### Optimizing Existing Personnel

Any call that the automated attendant answers vs. a live CS representative will free up existing personnel for other duties and be lower in cost for your firm. The DTT 1000 is especially cost effective if your firm's CS is not currently 24/7 and the ODT VISION VRU allows a threefold expansion in service. A 24/7 comprehensive customer service solution will help to increase not only your customer base, but also your service efficiency for your existing customers.

### Self-contained Quality Control

Automatic logging within your CS application will provide you with up-to-the-minute oversight and provide data for ongoing analysis of your customer service and best use of existing resources. ■

*How to make everything fit together.*



## Application In the Spotlight, Potpourri of Specialized Applications

This month's Application In the Spotlight article begins a two month series which we call, "Potpourri of Specialized Applications." Many times a client will install the ODT VISION Voice Response Unit for a specific large application, but its ease of use and customization will later allow for new functions to be added to provide even greater customer service flexibility. Some of these applications have already been done at our client's sites and some are in the planning stage.

### Contacting Utility Service Personnel in the Field

A city government is using the ODT VISION VRU to automate their public utilities. Citizens can call in and inquire on accounts as well as making payments. If a bill is delinquent and service must be terminated, a new function of the ODT VISION VRU is for service personnel to call in on-site to make sure that the citizen has not made a last-minute payment, and therefore not have to be cut off from services. The remote service personnel is current to the account status and diminishes mistakes in the field and disruptions of service.



### Doing Away With Paper Gift Certificates

A large national restaurant chain has been using paper gift certificates for years but is having a problem with forgery due to current color copiers and printers. Most new plastic gift cards use a magnetic strip but their current cash registers don't support this type of reader/writer. The solution is to add the ODT VISION VRU as a centralized database I/O where the hostess can call in and either debit or credit a gift card number.

### e-Mail of Order Going into Production

A manufacturer of customized products takes orders and then builds the requested items to the client's specifications. The line items on the green screen which the production workers use to set up the day's production

are pulled up at 8:00 AM and include the client information, order description, the date, and estimated date of completion. The ODT VISION VRU goes out to a data base, gets the proper e-mail address and then builds an e-mail which is sent automatically. The client is thereby informed of the current status of their order. *(We have also seen this same type of application in delivery firms.)*

### Store/Forward of New Customer Leads

A large national veterinarian supply firm has five distribution and marketing offices with one ODT VISION VRU located in a central office. If a new potential client calls in, the VRU collects the callers information including name, clinic name & address, ten digit call back number, and fax number. A credit application is automatically faxed to the new customer and the caller is informed that a local sales representative will call on them. All information is forwarded to the proper sales office for the account. ■

(cont. next month)



200 East  
Campusview  
Blvd. 200  
Columbus, Ohio 43235  
Phone: 614-985-3814  
Email: sales@ODT  
VISION.com

### Get Your Own Demo Today

Go to [www.ODTVISION.com](http://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 the web site.

### 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? Syntax for Gift Card System

#### Main Menu

```

=====
; Main Menu
=====
menu:
ClearDigits
Rtn = Play "Menu.vox",0,"@" ; "Press 1 for debit of a card, Press 2 to create a new card, or any other key to continue

Rtn = GetDigits 1,"#",7 ; get digits until # key,
MenuInput = DigitBuffer ; or a max of 7 seconds.

If MenuInput = 1 then
    Goto debit
Elseif MenuInput = 2 then
    GoTo entercard
else
    GoTo Menu
Endif
Debit:
    
```

```

Rtn = Speakdollars balance
ClearDigits
Rtn = Play "Repeat.vox",0,"@" ; "Press 1 to hear this information again, Press 2 to enter debit amt
Rtn = GetDigits 1,"#",15; get digits until # key,
RepeatInput = DigitBuffer ; or a max of 15 seconds.
If RepeatInput = "1" then
    goto Speakinfo
Elseif RepeatInput = "2" then
    ClearDigits
    amtinput:
    ClearDigits
    Rtn = Play "DebitAmt.vox",0,"@" ; "Please enter purchase amt
    Rtn = GetDigits 10,"#",15 ; get digits until # key,
    amtInput = DigitBuffer; or a max of 15 seconds.

Rtn = Play "Youentcard.vox" ; You enter the card amt. of...
Rtn = Speakdollars amtinput

ClearDigits
Rtn = Play "OkSelect.vox",0,"@" ; "Press 1 to select or 2 to try again

OkSelect = GetDigits 1,"#",10
If OkSelect <> "1" then goto amtinput

Editdb be
AmtInput = Value AmtInput
BE.Balance = BE.Balance - AmtInput
Updatedb BE

else

Goto GetCust
Endif
cardput: (already have new card number)
    
```

#### Debit Card

```

GoSub EnterCard
;-----
; find Card number in database table
;-----
SeekDB be, =, CustInput
If MatchDB then
    ErrorCt = 0
;-----
; Speakback Card number, Orginal amount, Balance left
;-----
speakinfo:
Rtn = Play "ForGC.vox" ; for the card number of .....
Speaknumbers Custinput
Play "OrgAmt.vox" ; the orginal amount of....
Speakdollars be.Dollaramt
Play "BalLeft.vox" ; there is a balance of....
    
```

#### Enter New Card with Amount of Gift Card

```

ClearDigits
Rtn = Play "cardAmt.vox",0,"@" ; "Please enter card amt
Rtn = GetDigits 10,"#",15 ; get digits until # key,
cardamtInput = DigitBuffer; or a max of 15 seconds.
Rtn = Play "Youentcard.vox" ; You enter the card balance of...
Rtn = Speakdollars cardamtinput
ClearDigits
Rtn = Play "OkSelect.vox",0,"@" ; "Press 1 to select or 2 to try again

OkSelect = GetDigits 1,"#",10
If OkSelect <> "1" then goto cardamtinput
insertdb be
BE.Cardno = custinput
BE.DollarAmt = Cardamtinput
BE..Balance = Cardamtinput
Updatedb BE ■
    
```