

### Two New Projects Use the ODT VISION VRU to Collect Client's Feedback, "How Do You Monitor How Your Firm Is Doing?"

Each month while preparing the monthly newsletter, we make decisions as to what applications, features, and procedures would be of interest to our readership. Many times the articles come from current work. We are in the process of working with two different clients who are creating customer survey applications. Even though these companies are entirely different, each needs to gather and analyze feedback from their customers. [How do you monitor your firm's performance with your users?](#)

#### Defining the User & What Information You need to Obtain

The requirements of a client's feedback survey system may vary by the nature of your users and what information you want to obtain from them. You may even use more than one method to obtain information from your users:

- An IVR solution such as the ODT VISION VRU
- A Web Solution
- In-house live customer service representatives
- A 3rd party telemarketing firm
- Mail, fax, or e-mail responses



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## Success & Teamwork Requires "How Is Your Firm Doing?"

If a customer survey isn't easy or the client doesn't believe their input is important, they won't respond. The questions need to be limited and relevant. The system also needs to be as convenient as possible for the customer, so it is important that this customer survey solution be available on a 24/7 basis. The answers which the user gives must provide an assessment as to the quality of your product, the quality of your service, or the level of satisfaction that your client's feels in their relationship with your firm. You may also provide some type of compensation to the user for taking the time and effort to complete the survey. This restitution may be in the form of discounts, gifts, or redeemable bonus points. If you are offering this compensation, your system may need to limit the number of times a user could take the survey or do an abbreviated or different survey if the caller has already completed the primary survey. You may use CallerID or account numbers to check against a log to monitor the number of times a client responds.

### Types of Information

- Simple Yes or No Response
- Some value such as a number where "1" is excellent and "5" is poor
- A Tracking Number which defines the product, service, location, or job
- A recorded voice message where the client is telling their opinion, describing a problem or making a suggestion

## Where Will the Survey Information be Stored?

The customer input may be stored in a database such as SQL tables, written to a host system screen, or forwarded to an entirely different location or platform. Recorded Dialogic "Vox" sound files are converted to standard "Wav" files which can be played on any soundcard. These sound files may be stored anywhere on the LAN or even e-mailed to a contact or department.

### Types of Survey Questions

A variety of variables may define the logic of the caller's process. We may look at the type of account, nature of the caller's area which they want to report on, and even the frequency of their calls to define what survey the user will receive during the session.

### Verifying the Response

Data such as store numbers, work order numbers, or any input variable may need to be verified against a database value or host record value. If this value can not be verified, the caller can be prompted to re-enter the value or select another type of input.

The two current accounts mentioned are entirely different. The first is a nationwide restaurant chain that formerly farmed out its customer survey system but who now wants to bring this solution back in-house to lower costs and make the system more effective. The second is a national tool manufacturer who wants to monitor feedback from their dealer network. Although different, each account has the same need to know, **"How are we doing?"** ▣



## Potpourri of Specialized Applications

This month's "Application In the Spotlight" article is the tenth of an ongoing series called, "Potpourri of Specialized Applications." Frequently, a client will install the ODT VISION Voice Response Unit for a specific large application, but its ease-of-use and simple customization will later allow for new functions to be added that provide even greater customer service flexibility. Some of these applications have already been done at our clients' sites and some are in the planning stage.

### Restaurant Food Carryout Call-ahead

Everyone is always on the go and our schedules seem to be busier than ever. Knowing that our customers are short on time, convenience may be your restaurant's advantage over a competitor. Major pizza chains are already using this technology. When you call in, the IVR recognizes your CallerID number and asks if you want the same pizza you ordered last or if you would you like to change your selection. For example, a mother may have a car full of kids coming from soccer practice needing to speed by her favorite restaurant where the order has already been filled and brought to the curbside pickup area where she pays and gets the order without ever getting out of the car. The name of the game is "customer's convenience" and by adding an automated attendant to take the order and inform the staff in the kitchen, it is possible. You may also build into this system payment processing so the order is even prepaid for delivery or curbside assistance.



### Prescription Filling

Imagine it is time for bed and your customer is taking their nightly medication. They notice that they have only two pills left and convenience would be if they don't have to stand in line while that prescription is being refilled. It would be better if they didn't have to stand in line for a pharmacist to verify the prescription. Convenience is calling ahead and having the order filled so they can simply swing by the drive-thru window on the way to work the next day. This application is a little beyond your normal order entry system as you have conditions which must be verified:



- Does the prescription allow re-fills
- Does the difference of today's date compared with the previous order date match the specifications of the prescription as to whether it can be re-filled.
- Does the medication conflict with any other medication.
- Does the caller want to edit the prescription with a generic or alternative medication if allowed under the prescription.

You may also build into this system payment processing so the order is prepaid. This way you can even have it delivered or mailed on the correct date so your customer never has to see the inside of a drug store again.. ▀

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## 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? Creating a Customer Survey System

#### Simple Yes or No

```

Cleardigits
ReturnCode = Play "VisitEnt.vox",0,"@" ; "Please Press 1
if you visit to our restaurant was a pleasant experience or press any
other key if it wasn't a pleasant experience"
ReturnCode = GetDigits 1, "@", 10
VisitInput = DigitBuffer

If VisitInput = 1 then
    visit = "Good"
Else
    visit = "Bad"
    GoSub RecordProblem
Endif
  
```

Since the caller had a bad experience, the IVR is going to a sub-routine where the caller can record a message.

#### Recording a voice message

```

cordProblem:
    msgbox "Since there was a problem with the visit,
we are recording a voice message"
    Voicefilesloc = "C:\Program Files\ODT VI-
SION\Restaurant\
    Problemfile = voicefilesloc & trackingno
    problemfile = Problemfile & "Problem"
    Problemfile2 = Problemfile & ".wav"
    Problemfile = Problemfile & ".Vox"
    Rtn = Play "RecordProblem.vox",0,"@"
    ; "WE are sorry to hear you had a bad experience, Please
record a brief message at to what the problem was at the beep
    Rtn = Record Problemfile, 0, "@", 30, 2, true
  
```

```

msgbox Problemfile2
wavvox problemfile2
  
```

```

problem = Problemfile2
rtn = play problemfile2
Return
  
```

#### Using a rating number value

```

Cleardigits
ReturnCode = Play "MenuEnt.vox",0,"@" ; "By using a
rating system where 1 is excellent and 5 is poor Please rate our
Menu value with 1-5
    menuInput = GetDigits 1, "@", 10

If menuInput = 1 then
    menu = "1"
Elseif menuInput = 2 then
    menu = "2"
Elseif menuInput = 3 then
    menu = "3"
Elseif menuInput = 4 then
    menu = "4"
Elseif menuInput = 5 then
    menu = "5"
Else
    GoTo menu
Endif
  
```

#### Update Database Table

```

Opendb Restaurant, "Restaurant"
insertdb Restaurant
Restaurant.DateTime = DTVAR
Restaurant.trackingno = trackingno
Restaurant.StoreNo = StoreInput
Restaurant.age = AgeInput
Restaurant.Visit = visit
Restaurant.ref = ref
Restaurant.travel = travel
Restaurant.FOOD = Food
Restaurant.portion = portion
Restaurant.service = service
Restaurant.clean = clean
Restaurant.menu = menu
Restaurant.problem = problem
Restaurant.comments = comments
updatedb Restaurant
closedb Restaurant
  
```