

# Ohio Data Transfer

## THINKING OUTSIDE THE BOX IN CUSTOMER SERVICE

Happy New Year

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### Major Announcement

Support of Microsoft Windows 98 and the older style of Intel Dialogic ISA cards will be discontinued as of Jan 31, 2006. Contact your ODT VISION dealer to discuss a promotion discount to upgrade to new hardware & software.



## Providing Automatic Information Based on Events or Processes

*Financial Institutions have been providing a customer service function where if an account becomes overdrawn, an email or phone call to the owner is automatically generated. This automatic delivery of information allows the owner to deposit the funds to cover the overdraft.*

Automatic information delivery based on events or logical processes may be currently missing in your interactive customer service. You may be using combination of live customer service representatives, web self-service solutions, and our Voice Response Unit but all these methods are based on the user taking the initial step. With the VRU and its "ODT VISION Control Window Feature", an information delivery process based on events or statuses can be provided. This is just another way to improve your customer service with minimal cost.

### Real Life Story

It is not always obvious that automatic feedback will give your firm a competitive edge. Back in the early 90's, we were in a small recession and we had sold a FaxStar fax interface to a mid-west food distributor which had purchased this product to use in purchasing off their IBM System 38. Business had been off

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as restaurants, a primary type of customer for this distributor, were greatly effected by this recession. This firm was using the fax interface as a "cheap-man's EDI" but one of the first things they did is tie it to the order entry posting system. Orders came in via hard copy directly from the salesmen. A group of clerks simply entered the orders into the System 38 and this automatically created a fax which contained the order detail as well as delivery date. As soon as this automatic delivery confirmation via fax was activated, sales jumped 37%. What had happen is the restaurants were now using the

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supplier's inventory since they now had delivery schedules automatically. This function now allowed them to do "Just In Time Inventory". Automatic customer service information function gave this vendor a competitive edge and created satisfied customers. An additional benefit to our client was that if an order had been entered incorrectly for any reason; the fax allowed the customer to call and correct the order even before the "picks" had been run in the warehouse.

### Credit Holds & Over Due Invoices

If an order is on "credit hold" it is always beneficial to notify the customer so either a payment can be made to release the order or they can make arrangements on their credit limit. Without such notification, the customer may think the reason they haven't received the order is a stocking issue. This will improve cash flow, increase order deliveries and improve customer relations.

In a similar light, you may find it beneficial to automatically provide "Late Invoice Notification" via e-mail, fax, or IVR callouts. It is simple to provide this information notification off your order entry application or shipment status application. What is desired is a proactive approach not dependent on the client contacting us but the system contact them if something falls between the cracks. It is easy to have the ODT VISION VRU off a clock by looking at transactions or accounts and if certain conditions exist, contact that client.

The application is simple to create. The ODT VISION VRU Control Window is an scheduling program. For this example, lets send out late invoice notifications via email. It doesn't really matter whether we are getting

the invoices which are pass due from a screen application which shows invoices which have become over-due today or if we go to a database and run a query over the records to find out which invoices are over due. The VRU gathers the information regarding the invoice and the customer. The VRU may have to build in a process where it obtains the e-mail address and then combined that address with the text message that the ODT VISION Script uses in combination with the data regarding the invoice and then email it out with the invoice attached. This same application can be done via fax or even a call from the VRU. It is also important to log all activities for audit purposes.

### Delivery or Production Notices

We have a firm which produces special customized orders. An order which goes into production may have been ordered last week or months ago. The very same screen which the men on the production floor use each morning for production scheduling is also used at 8:00 each morning by the ODT VISION VRU to automatically send emails to the client that their order has gone into production. On that screen is an estimated delivery date which is now incorporated into the email. We have another firm which sends its store managers delivery notices of their own delivery drivers' schedules. This firm would rather have a minimum wage high school kid waiting at the dock to get the driver immediately back on the road than paying this expensive wage driver to wait while the store manager tries to locate personnel to get the load unloaded. The driver is now at the dock the minimal amount of time and then back on the road.

At this point, you have probably looked at providing self-service solutions for customer service but do you also need proactive

Solutions bearing the ServerProven designation have been implemented in a real-world, production environment. By considering ServerProven solutions, customers can learn about real-life installation examples that can help promote confidence in selecting ServerProven software applications to run on IBM platforms

## Since the ODT VISION VRU is IBM ServerProven, You may be entitled to Rebates and Discounts from IBM

Selecting the right solution to meet your business needs has become an ever increasing challenge. Now, applications bearing the ServerProven for IBM designation can help simplify your solution buying decision.

Solutions bearing the ServerProven designation have been implemented in a real-world, production environment, and the partners have demonstrated activity indicating the enablement of their solution on IBM eServer. By considering ServerProven solutions, customers can learn about real-life installation examples that can help promote confidence in selecting ServerProven software applications to run on IBM platforms.

You can help lower your total acquisition costs through cost-saving rebates and special offers from IBM when selecting eligible ServerProven solutions. Taking advantage of special offers and rebates can make the choice of an IBM eServer easier than ever!

Learn more at: <http://www.developer.ibm.com/gsdod/weblistfilter.do?prog=SP&tab=0>

## Curbstone Corporation Employs ODT VISION VRU

Curbstone Corporation is a software sales and support organization, specializing in customizable payment processing software for any merchant, with any transaction volume, in any sales environment. Businesses use Curbstone software to process payment transactions and to connect IBM i5/iSeries AS/400 midrange systems to the rest of the computing world. Curbstone is an IBM Advanced Business Partner who recently implemented a ODT VISION to serve two primary functions: to provide a real life demo of automatic payment processing using Curbstone Software Solution and to manage support calls 24x7.

### Demonstration Of Automatic Payment Processing

On the web site <http://curbstone.com> are instructions for a real-time demonstration of the Curbstone credit card payment software. Initially, the ODT VISION requests your contact

info, which generates a lead that is automatically e-mailed to the Curbstone Sales department.

### After Hours Help Desk

Curbstone guarantees thirty minutes response for support issues since credit card processing is mission-critical. The ODT VISION VRU collects these support requests and distributes them to the appropriate personnel 24x7x365 for immediate support. All calls are logged and calls cannot "fall through the cracks." If a call is not addressed within a 30 minute window, the ODT VISION escalates the notifications. In addition, the unit is processing sales and administrative calls which are distributed and addressed in a timely matter. Contact Curbstone to learn more. ■

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## THINKING OUTSIDE THE BOX 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

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



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Integrates solution information  
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<http://www.developer.ibm.com/gsdod/solutiondetails.do?solutionId=25001&lc=en>

## Happy New Year from Ohio Data Transfer

Wishing you and your firm a prosperous new year.  
Let us know if we can assist you in any way

Terry J. Rogers  
President, Ohio Data Transfer

### Question from Client

Melissa Williams from Sally Beauty Supply recently submitted a question to tech support where she was using the modifying "XML:" commands in the section of her script to slow down the "Text to Speech" voice strings. Ms. Williams's question regarded the fact that the voice banner was slowed down but the number values for the inventory idem was spoken at the normal speed.

**ODT VISION Support** the numbers in the example below are not being processed as slower.

#### Here is why

```
voiceXML "RateAdjust",-2,"As of the  
close of business yesterday the on hand  
was "
```

This is wrapping this command in XML which makes **this** text speak slower, but the very next statement,

```
VoiceXML "number",ItemOnhand
```

Goes back to normal speed. Only the text within the "rateAdjust" command is affected, so the numbers are not. So the previous command will not change the speed of the numbers.

So, to speak ONLY numbers slower, try this.

```
Numz = VoiceXML "number", ItemOnHand  
voiceXML "rateadjust",-2, Numz
```

The first command wraps the number supplied in XML which makes it speak as a number and returns this to the Numz variable. The second command feeds the Numz variable to the RateAdjust XML command which should slow it down.

The default rate for all TTS can be set with the VOICERATE = command before any TTS is created. See page 7 of the ODT VISION TTS Manual. ■