

Why Would My Firm Need To Do Telephony?

The ODT VISION® [VRU \(Voice Response Unit\)](#) is a revolutionary product that allows two-way telephone access to your IBM iSeries (i5, iSeries, AS/400, System 38) or LAN/Server based information. The ODT VISION® [VRU](#) can also function as a standalone [Telephony](#) system. With the ODT VISION®, every touch-tone phone in the world becomes a window into your information and systems.

Although [Computer Telephony \(CT\)](#) systems have been available for a number of years, these systems have traditionally been expensive and not easily customized. ODT VISION® addresses these issues by being the most versatile and inexpensive telephony solution available. Customization can be done using a simple scripting language that requires no previous technical experience. Turnkey systems are also available, as well as assistance in application and system design.

Most clients of the ODT VISION VRU are first attracted to the ODT VISION VRU for its affordability but fall in love with the advanced features not normally found in a telephony product of this price range. They also love the ability for customization in-house. This ease in which the ODT VISION can be customized allows your firm to change or develop applications quickly and react to the needs within your business environment.



Inside this issue:

Why Your Firm Needs to Do Telephony	2
Why Your Firm Needs to Do Telephony	3
Setting Up A Remote User May Not Be As Easy As You Think	4

Why would my firm need such a product?

To provide customer service 24/7

The most common reason for firms to consider using a VRU is to take their customer service function 24/7. In today's business climate, it is not really practical or affordable to provide live customer service representatives for every call or user's request.

To provide customer affordably

The ODT VISION VRU has always been a very affordable solution to the modernization of your customer service assistance while lowering the cost and optimizing existing personnel. The VRU will function not only after hours but also during business hours to optimize existing personnel. The ODT VISION VRU answers the call for pennies instead of the seven dollars that it cost your firm for a user to talk with a live CSR. This also frees up the live personnel



to handle calls that actually require human assistance.

To handle after-hours emergencies

Your firm may need to be able to address after-hour emergencies where key personnel is notified and must react to a current condition, customer's request, or a crisis. This allows your on-call staff resource to be called, text messaged or emailed when their assistance is needed. This emergency may not need human assistance. An example would be the canceling of a credit/debit card immediately upon discovery of card fraud or if it is lost or stolen.

To provide automatic information based on events or processes

This could be anything from sending out late invoice notices via email/calls to the notification of clients regarding their delivery is scheduled.

To collect data

The collection of data may be of two types. Most firms use the ODT VISION VRU for users to call in when they need to collect data from the field. This is especially useful if the user is mobile where their cellular phone has become the I/O of choice. The user may not be sophisticated or the application needs to address first time users without any training. The ODT VISION VRU has a built in scheduling feature and can do 3rd party program calls to enable the collection of data from devices such as sensors at assigned clock times which guarantees that the centralize database has current information. It can also poll your Business Intelligence Model and take proper action.



To track activities

Tracking and building an audit trail can be as important as the application itself. A date & time stamp of all activities may be required for quality control, historical logging, or initiate follow-up or

some activity. This logging may be essential or mandatory by some governmental requirement.

To provide self-service solution

A common goal is to provide an affordable self-service solution. You may want the user to be able to do customer inquiry of such functions as the checking order status, shipment status, current pricing, current stock availability or a host of other tasks. You may also want the user to be able to place/change/cancel an order or get RMA authorization. The user may need to provide some form of information such as a delivery schedule or change of some form of status. The caller may need to schedule a resource like a dock appointment or schedule an appointment with one of your staff. One of the fastest usages of self-service type of solutions is the processing of a payment through a credit/debit card.

To Provide Store/Forward solution

The ODT VISION VRU may be a centralize collection point where data or audio voice files are collected and then forward to the proper department. Audio voice files can be recorded after a voice prompt and then emailed to the proper location in the form of a WAV file, which can be played on any standard Windows or MAC PC. The ODT VISION VRU can deliver the WAV recordings using it's optional email feature or recordings can be played back using the ODT Vision outbound calling feature. Recordings can also be stored on the ODT VISION unit and played back on demand by customer service personnel. This allows a "change of Address" or "Request for Assistance" to be provided after-hours.

To Handle foreign languages

Your data is in English but the caller speaks Spanish and no one in this department speaks Spanish. The ODT VISION can handle up to 10 different languages per unit. You would just set up a language menu where the user selects which language folder and system voice files that will be used during this session.



To Support 3rd Party Relationships

Your firm may have many different forms of 3rd party relationships such as suppliers, customers, or sub-contractors that it needs to interact with daily. The ODT VISION VRU may supply an inexpensive way to communicate with these different types of business partners.

To Support Remote Personnel

Many firms have to support remote users in the field. This could be delivery or service personnel. It could be salesmen or managers. Just like the support of 3rd. Party personnel, the need is for those remote personnel to interact with live data and systems in real-time by using a phone and the ODT VISION VRU. Most mobile personnel will accomplish this with their cellular phones.

Provide Report Generation on Demand

By using a simple fax in combination with any report generator system and the ODT VISION VRU, your firm can provide 24/7 report generation on demand. This allows the delivery of hard copy reports and require no equipment at the user's site other than a phone and receiving fax. Further, it is a very secure applications as the ODT VISION script logic provides only the reports you want the applications to provide and you can even lock in the fax number as defined by the user's profile. It also doesn't require the user to have any training or sophistication. These reports can also be delivered by email.

Provide Applications For Sensitive or Secure Information

Many applications such as medical, financial, or employment profiles are sensitive in nature and your firm may want to lock down this information where only the user who has the right to review this information is allowed to access it. You may also require the application to track who, what, when and how this information was accessed.

How is Customization Accomplished?

Your own VRU applications can be created using the ODT VISIONs "Macro" type language that is easy to learn and use. Using a language similar in form to "Basic", the scripts allow you to quickly create your own voice applications with more flexibility than most VRU systems. No programming experience is needed. The ODT VISION VRU can access data that resides on an ISeries/AS400 or most other LAN, Mainframe, or Network capable systems.

Unlike other systems, all development and testing can be performed on any Windows 2000/XP system without disrupting your production system. Voice files can be recorded using any standard PC sound card and testing can be performed using the ODT VISION "test" mode. Phone calls can be simulated using the ODT VISION "test phone".

Why implement an IVR Self-service solution?

The ODT VISION will always be cheaper to answer the call than a live CSR employee. The VRU does not take vacations or sick days and can address concurrent calls 24/7. This improved customer service will also free up existing personnel as calls are now spread out to after-hour times as well. You may also want to look at calls from existing users to determine if certain type of users are to be addressed only by the IVR. As an example, insurance companies have two types of callers into their live customer service department, the paying customer and the providers. The providers such as hospitals and doctors require information but they represent only a money drain to the insurance firm. This firm needs to assist them but it isn't a necessary that this is a live representative as the insurance firm really doesn't want the paying client to be on hold while a customer representative is talking with this provider. All providers may be filtered to the IVR solution. If you have any application for self-service which is being done through a web solution, you need to mirror that application to the ODT VISION VRU for users who don't have web access. ■

Ohio Data Transfer
200 East Campusview Blvd. 200
Columbus, Ohio 43235
3434323543235

Phone: 614-985-3814
Email: sales@ODTVISION.com



THINKING OUTSIDE THE BOX Get Your Own Demo Today

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 the web site.

Improving Customer Service Affordability

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



IBM Solution Connection..
Integrates solution information
with IBM eServer, software and
TotalStorage technology



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

http://search400.techtarget.com/productsOfTheYearWinner/0,296407,sid3_gci1157611_tax302575_ayr2005,00.html

Setting Up A Remote User May Not Be As Easy As You Think

As an IT professionals, we are always being asked by family and friends to help setup PCs and equipment. I recently has such a situation which started out as a friend needing to purchase a new laptop for a new job and making sure his equipment and software matched the new company's requirements. He just needed a Laptop running XP and Microsoft Office 2003. We purchased the PC and a new certified OEM copy of Office Professional 2003. The one thing that was common at each step of this user's needs was there was always something else. It started out, "Whats a Laptop that meets these specifications?" Then, "Where can I get Office and for How Much?" I went to the friend's house and we installed the OS and Office. My friend now needed an Internet connection. I loaded and registered the OS and Office as well as established the Internet connection. This is all vanilla stuff and was easy and didn't require any computer knowledge. Now the other shoe fell, my friend needed a VPN connection to his new employer and connection to a variety of software applications. Once all the security parameters had been met, providing the VPN connection wasn't hard but now I was handed a twenty-five page instruction manual on the installing and implementation of a variety of software applications. This included everything from getting Java from Sun to the downloading of various software packages. Some of these came down in Windows, other were DOS installs. Four hours later, we were done. I was amazed that this firm expected a salesman to have the ability to do all these procedures but this brought up an interesting point, setting up a remote user may not be as easy as you think.

There has been as explosion of new PDA and cellular phone products which promise the answer of all solutions to provide mobile office applications. Many new models accept attachments as well as instant messaging with the office back home. You may even require the blending of

your application software with the unit. There are some inherent problems that this approach may present:

- Not every application will work on every type of device and may be model or OS specific
- The screens are small and can be easily scratched
- These devices are not very durable and such common incidents such as dropping may make them fail
- If real-time linkage is required, this may be expensive (an application that running on a high-speed data service such as EV-DO from Verizon Wireless or Sprint will run \$59.99 a month per user)
- You may also be renting software on a monthly bases to assist your remote device. i.e. (Nice Office Wireless, \$19.95 per month, Nice Office Small Business \$29.95 per month, LapLink \$10.95 per month, Webmessenger \$19.95-\$34.95 per year depending on OS*)
- Older devices may not have the ability to do everything that new models so you may have to upgrade your entire remote staff
- It isn't easy to load these devices
- It is easy for these devices to become lost or stolen

Just because a user is remote, this doesn't mean they don't need instant answers and communications to the corporate office. You many need instant communication with the remote user to provide work assignment information, point out emergency situations which need their attention or just allow them to check the status of a shipment or today's price/inventory status as they are in front of their client. The ODT VISION VRU linked with a user who has a cellular phone always provides instant real-time communications and at a lower cost with less setup and never the compatibility issues you may have with the previously mentioned wireless devices. ■