Ohio Data Transfer

THINKING OUTSIDE THE BOX IN CUSTOMER SERVICE

Warning, <u>DO NOT LOAD THE NEW MICROSOFT EXPLORER 7.0 INTO YOUR ODT VISION UNIT</u>. *TURN OFF AUTOMATIC UPDATE SO IT WON'T LOAD AUTOMATICALLY*.

There Are Many Reasons To Run The ODT VISION IVR Applications On Concurrent

Inside this issue:

One of the benefits of your investment in the ODT VISION VRU is that it can connect to almost any platform and if your needs require it, the VRU can be connected to multiple concurrent platforms. This feature is a real asset when your shop has multiple types of platforms and you need to provide a self-service interactive user session.

There are many reasons to avoid creating this application on the host. Your data may already exist on a different platform such as a SQL server, a Windows based server, a UNIX server or another type of database. If the application doesn't exist on any system such as an application that is currently kept on paper, it may be easier to create it on a micro database such as Access. This approach may make activation more efficient and affordable. There may also be a need to provide live access at all times, including periods when the host is inactive. Perhaps you need to use the old "batch" approach where orders are accumulated but must be reviewed before they are posted to the live order entry system. If this is just a simple independent application which has no relationship to the host platform, application, or data, the utilization of multiple platforms may be the best solution.

The ability to connect to other platforms has even brought us accounts which have replaced their existing competitive units with our solution. Most IVR scripts use a general menu that defines different functions. For example, a model menu could have 1 for order entry, 2 for shipment status, 3 for current pricing or stock inquiry while 4 allows the client to check their account and perhaps make a payment. In this example, several of these menu options may be going to different platforms as the data for those applications resides there. No mater what database this data is stored in, if it is ODBC compliant, the ODT VISION VRU can access it. Below is an example of a general menu where it goes to the sections for the various tasks.

```
GeneralMenu:
MenuInput = PlayGet GMenu.vox, 1, "#",5
If MenuInput = 1 then
        GoTo Order; order logic section & system
Elseif MenuInput = 2 then
        GoTo Shipment; shipment section & system
Elseif MenuInput = 3 then
        GoTo ProductInquiry
Elseif MenuInput = 4 then
        GoTo Accounting
Else
        GoTo GeneralMenu
Endif
```

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

IBM Server Proven Solutions with experience

IBM eserver TOOLS NETWORK

All links are created within the ODT VISION Unit is a Microsoft Access Database container (ODT VISION.mdb). This database can either be updated through the import of data records in a batch mode or interactively connected to your database servers via ODBC links. The ODBC links must follow the rules of your database server. A good test is always to establish a link from Microsoft Access to your database. If a function can't be done with this link, due to rules within your DB server, the ODT VISION unit won't be able to do it either. In the script you have simple syntax functions such as: (opendb, closedb, insertdb, editdb, deletedb, updatedb). You may also want to check that the link exists as your user executes their application.

If you are creating the database and the application from scratch, it is no different than any IVR application design,...*it is all about the user and what you are trying to accomplish*. We had an upscale city account a few years ago that required a "Senior Outreach" program to assist their senior citizens who still wanted to live in their homes but at times required assistance. This city wanted to provide this program free of charge so they desired a system that was independent of the city's IT systems and was affordable. It needed to be flexible and easy to administer while providing needed functions. Below is the user's data entry/inquiry screen to that database. The general function of this system was to call out

UpScale City
Senior Outreach Program

Check Mark = Yes   Mark or fill in Blue Areas

Field	Value
PhoneNo	5555555
Name	Mary Smith
Active	☐
Call Schedule	AM
Street	456 Lane Ave
City	UpScale City
State	Oh
Zip	43221
Use_Emer_Contact	☑
Emer_Contact	Sue Walters
Emer_PhoneNo	6145555555
Emer_Email	Swalters@hotmail.com

Select Contact Day

Day	
Sun	☐
Mon	☑
Tue	☐
Wed	☑
Thu	☐
Fri	☑
Sat	☐

Answer Machine ☑

Medical: diabetes

Profile Level: 1

Field	Value
Last_Contact	5/5/2007
Call Response	Assist.Req
Last Call	
Call Atempt	3
Voice File Recorded	☐

If you are creating the database and the application from scratch, it is no different than any IVR application design,...*it is all about the user and what you are trying to accomplish*.

WWW.ODTVision.com

to the Senior Citizens based on their profile. When the profile was set up, the user determined what days and when they would like to be called. Also in the database was an emergency contact individual and information regarding whether this user had any medical conditions which would require attention if they couldn't be reached by the unit. If the user called into the system, the IVR posted that it heard from that user and the unit would not call them. The user could also turn the system on and off for their profile with a simple phone call if they planned to be out of town or not reachable. The profile level for this type of system always determines the logic of response if the system can not reach the individual. For example, a contact may have diabetes and our unit has failed to reach them or their emergency contact. In such a situation, the unit will dispatch a policeman to their home to check that everything is ok. Once again, this is a city which wants to assist older citizens who are still in their homes in a responsible and affordable manner. In order to offer this free of charge, the city felt the ODT VISION VRU would be the best solution to provide this service.

The logic of the script is quite straight forward and is structured on the following questions:

- What day of the week is it
- What time of the day does the contact like to be called
- Is the profile active
- Have we heard from the user today
- If we can't reach them, what level is this profile and are there emergency procedures
- If we can't reach them, do we have an emergency contact and how do we reach them
- Should a policeman be dispatched to check on them if the profile requests it or the logic directs it

The city assumes no liability for this system and it may seem impersonal to some older senior citizens, but this is a voluntary program that the city feels matches the level of service it wants to provide to its citizens. Since human action is often only required when an emergency condition exists, costs are minimized. However, one of the features built into the program is that during the contact call, the individual may request assistance or be transferred to a live city representative in order to provide the best possible care.

Most accounts don't think of the ODT VISION VRU as a call out system, but a similar type of system could be created for any application where you need to reach people. This can be for anything from personnel scheduling to client notification. The delivery of this notification isn't limited on only a phone call but can be conveyed in the form of a fax, e-mail, or text message.

Going From a Paper System to an Automated Self-service System Using VRU

We are just now starting to work on a project for a client that is a home building supplier. They want to provide an IVR solution for customers to call in and track the status and estimated delivery time of orders 24/7. This function is currently being done on paper and, even though this account has iSeries/AS400, it may be faster and more affordable to do it off a micro-database.

In general, they need to provide their customers the ability to communicate with and to find out 24/7 the status of their orders. In addition, the unit will have the ability to

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

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

eserver Magazine
iSeries edition
Honor Roll

IBM Server Proven
Solutions with experience

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

2005 Products of the Year
GOLD
Search400.com

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

communicate when the orders have been fulfilled and ready for pickup. By allowing the ODT VISION VRU to do this, it will be less expensive than a live customer service representative and take this customer service function to a 24/7 basis. In addition, the same database that supplies the current data to the IVR solution could replace the current paper system that the firms uses. Associates within this firm can use this database to enter and review orders. It could also be tied to a product database table and vendor where the order is automatically issued to the vendor by just entering it into the order entry system.

Here are some talking points of that application:

1. A user can either find the order record with an associated phone number or control number which is assigned to track that order

2. If this customer has multiple orders and is doing the look up with phone number, we can help them define the order by speaking the order date, the control number, or if we install the "Text to Speech" option, by giving the description of the order

3. The VRU can give status reports on either the entire order or by line item

4. When the order arrives, we can give notice to the customer with either an e-mail, fax, or phone call as defined by the customer's type of communication (the order can be defined as to communicate with customer when all items within the order are filled)

5. If a problem occurs, we can give notice to the customer with either an e-mail, fax, or phone call as defined by the customer's type of communication

6. As your vendors communicate back, the database record can be updated with the following information:

- Item on order with estimated delivery date
- Item backordered with on estimated delivery date
- Item is in
- Item has been discontinued
- Item has been replaced with item.....

In this example, the user could call in to check their order status or the system will contact them when the order is fulfilled. We can do this without putting it on the AS400 and get them operational quicker and with a lower cost. Do you have any Micro applications you need to address?◘