Vision Voice Vantage, Inc.

THINKING OUTSIDE THE BOX IN CUSTOMER SERVICE

Everybody is talking Green these days from the President down. IBM implements the assignment, "Save the Planet." What is your firm doing regarding Green Initiatives.

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IBM ParnterWorld held IBM Software Development Conference

Vision Voice Vantage is an IBM ISV. As a member of IBM ParnterWorld, we were able to attend the recent IBM Software Development Conference earlier this month. There were Executive Briefings, Technical Briefings, and hands on workshops. Many of the sessions were regarding "Green Policies" and making development more efficient . **Bottom line, "It is time to do more with less."** All firms are now faced with the pressures of the global market and the economic downturn. What made the conference so interesting were the actual discussions with attendees. The sessions were conducted with an interactive approach where real-life customer experiences were shared. When you hear an IT developer from GM Detroit talk about issues he is facing and the depression that the State of Michigan is in, no one has to acknowledge the feeling among the other attendees **"This could be us soon if we don't get as efficient as possible."** When you hear a major insurance company developer talk about their development partnership with staff in India and the communications and management problems that global development teams bring to the equation, **"You realize that everything is now global and it is a new day in IT."**

IBM has enhanced their offerings of Rational Enterprise Modernization software development tools to enhance your firm's entire development process. Today your firm may be facing demands for new products and services, including self-service solutions and integration with business partners and third party applications. It is a responsibility of the IT professionals to effectively adopt a modernization approach to overcome the challenges affecting their IT organization. Everyone wants to improve the development cycle to improve the delivery of a quality product while reducing cost. This requires the enhancing of team collaboration, project management, and the ability to see exactly where the project is at any time.

Every successful IT department whether large or small, has their own way they do development. The development process may vary from a small department where nothing is actually written to well document and consistence communication between team members.

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There are core questions within the development process:

- How do you know that the software being development is the correct product

- Who does what

- How are decisions on this product made

- What you need from other people and what do the other people need from me

- How do we deliver this software on time and what are the associated costs

- How do we guarantee the quality of this software

- How do we know this product is secure

- How do we know this product does indeed serve as the solution that was required

Even thought IT development budgets have been cut, you still need to meet customer demands. Companies in all verticals are now cutting jobs and salaries. Most likely your department is feeling the squeeze of these budget cuts, the reduction of demand for your firm's product or service, and even the credit crunch. This all brings concerns regarding the quality of work, the quality of the product delivered, and what are the consequences of failure in our tasks. It is a balancing act that is on the mind of all IT professionals. It is time to flip this negative situation to a positive approach where we rise to the challenge to make our departments:

- More efficient with resources whether people, systems or capital

- More interactive with needs of the user for the systems we design

- Provide better solutions that improve the competitive advantage of our firm in these tough economic times

- Provide improved solutions that lower the overall cost of doing business

The IT professional that is able to navigate these tough waters and in these times will improve the standing of the entire corporation with the decisions they are making. It is time to get lean and mean to be successful. These times call for that.

Using the ODTVision VRU to Provide a Self-service Solution to Lower Over All Cost In Customer Service

The keynote speaker at the Development Conference was Janice Thomas, an IBM VP of Product Development. Ms. Thomas was in charge of Web-Sphere a few years ago and brought a wealth of information from working with clients all over the world through her career with IBM. One of the interesting points she made is that development of software to use in "Embedded System" has twice the investment as current application development systems. Wikipedia defines an Embedded System as:

An **embedded system** is a special-purpose computer system designed to perform one or a few dedicated functions,[1] often with real-time computing constraints. It is usually *embedded* as part of a complete device including hardware and mechanical parts. In contrast, a general-purpose computer, such as a per-

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sonal computer, can do many different tasks depending on programming. Embedded systems control many of the common devices in use today.

Embedded systems covers everything from MP4 Players, to traffic lights to microcontroller chips that drive almost any thing from appliances and devices everywhere. Sometimes an embedded system has some form of programmability to perform their functions.

The ODTVision system is not truly an embedded system but it does share some common elements of an embedded system as it allows a user to create a telephony solutions. This all can be done without true programming as these types of applications can be created easily without high development dollars or time.

The ability to create a self-service solution in customer service will lower the cost of providing that function over addressing the same call with

expensive live personnel. If a percentage of calls can be administered by a self-service solution, it will free up live customer service representative to address calls that require a live person. This can:

- Maximize the existing personnel and may even lower staffing requirements

- Lower the over all cost of customer service as a self-service solution will always be less expensive than a live customer service representative

- Extend the operation of customer service to address after hours request/calls

- Provide feedback regarding the nature and requirements of the callers with a built in audit trail of what happens during the user's progress through the call

The bottom line, current business trends require that you are looking for ways to do more with less and that in itself is lowering resource requirements. This is **"A Green Approach."**.

Actual Data shows that the ODTVision VRU Solution Lowers the Cost of Providing Customer Service

The Federal Minimum wage is going up to $7.25 on July 24, 2009. The following analysis uses that hourly wage without any additional compensation or benefits to compare the use the ODTVision VRU versus more expensive live customer service personnel.

Hours/Days for Customer Service	4 Concurrent Calls	8 Concurrent Calls	12 Concurrent Calls
People 24 Hr/7 Days	$229,512.00	$459,024.00	$688,536.00
People 8 hr/7 Days	$76,504.00	$153,008.00	$229,512.00
People 8 hr/5 Days	$54,496.00	$108,992.00	$163,488.00
ODT VISION 24/7 (One year payback)	$18,500.00	$23,500.00	$28,500.00

Graphically this is displayed on the next page. You can see in a one year payback, how much less expensive addressing customer service with our self-service solution is versus live personnel.

ODTVision
simplifying your business communications today and tomorrow

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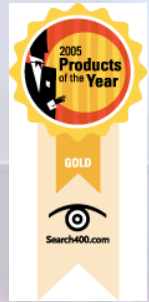*iSeries edition*
Honor Roll

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:
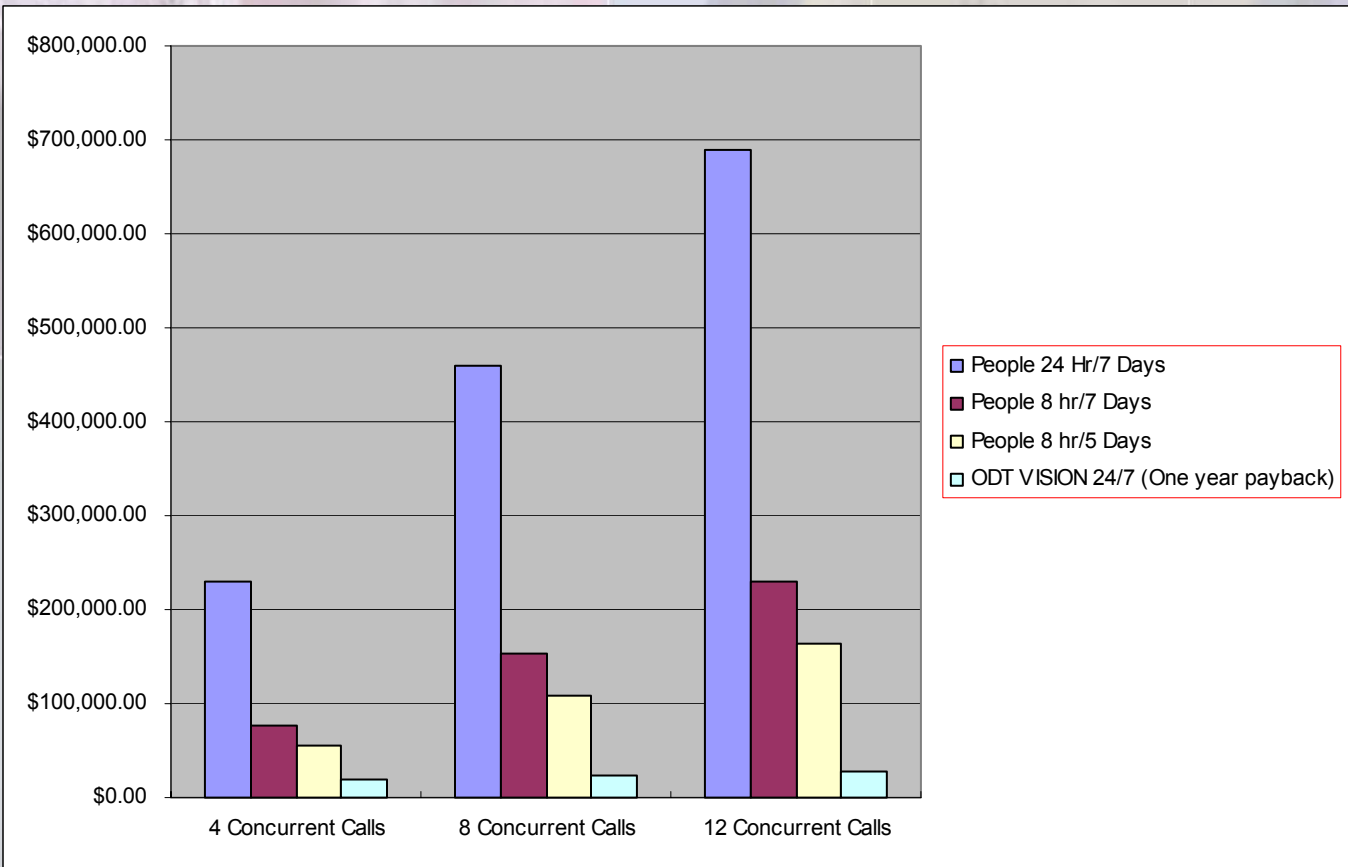TechSupport@ODTVision.com
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Bar chart legend:
- People 24 Hr/7 Days
- People 8 hr/7 Days
- People 8 hr/5 Days
- ODT VISION 24/7 (One year payback)

X-axis categories: 4 Concurrent Calls, 8 Concurrent Calls, 12 Concurrent Calls

Obviously, not every call can be addressed though a self-service solution and you may still need a live representative to address some calls but through the reduction of resources, you may be meeting your firm's requirements to lower cost, lower resources, and in fact, be establishing a "Green Approach."◾