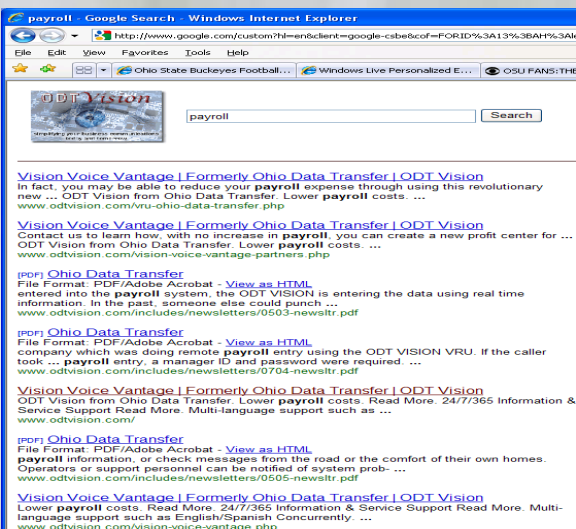


Improvements to the ODTVision Web Site Have Now Begun

Vision Voice Vantage is pleased to announce the first of many changes to the ODTVision Web Site. There has always been a wealth of information on this web site from the fifty plus newsletters to the manuals but finding the information was not always easy. With the implementation of a new feature using "Google Search", a web site user can enter a few key words regarding the application or feature of interest and a listing of related documents is automatically displayed. By simply clicking on the document shown, the requested document will spontaneously be viewed. In addition, any link to a document that is viewed will change color so you know that you have looked at that document. The number of related documents is also displayed.



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This new web feature can really help a user navigate through the ODTVision web site. Last week we had an inquiry from an IBM Business partner in Montreal regarding the creation of a call out application. The contact was informed to just type "Call Out" in the Google Search Web field to bring up all the documents on the ODTVision web site related to that topic.

On most of the ODTVision web pages you will see two icons for either a quick question or any type of inquiry regarding our solution. If you have a possible application and could use our advice or need some feedback, please use this simple web inquiry to gain more information regarding the ODTVision VRU. We welcome the opportunity to respond to your inquiries. ■

Quick Question

Get More Info



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



IBM eSERVER
TOOLS
NETWORK



IBM Server Proven
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Your Operational Budget Has Been Slashed But You Are Asked To Do More With Less

Obviously the economy has put pressure on most companies and departments to do more with less. One of the most costly items in any firm's budget is personnel cost and it is clear that an automated self-service solution such as the ODTVision VRU can lower personnel cost. It will address a caller's needs for pennies versus about \$7.00 for a live customer service representative to answer that same call. Even if you are paying that live customer service representative the current federal minimal wage, it adds up and this it not considering any additional employee benefits or compensation. The following table shows an comparative analysis of cost of live personnel cost based on current Federal Minimum Wage vs. our solution.

Hours/Days for Customer Service	4 Concurrent Calls	8 Concurrent Calls	12 Concurrent Calls
People 24 Hr/7 Days	\$254,040.00	\$508,080.00	\$762,120.00
People 8 hr/7 Days	\$84,680.00	\$169,360.00	\$254,040.00
People 8 hr/5 Days	\$60,320.00	\$120,640.00	\$180,960.00
ODT VISION 24/7 (One year payback)	\$18,500.00	\$23,500.00	\$28,500.00

Ways to Stretch Existing Staff

Budget restraints may not permit you to add additional staff when more personnel is needed. We have already determined that the ODTVision VRU can answer a caller's request less expensively than a live representative can. By using the ODTVision VRU to perform some of the duties of existing personnel, that same

personnel is now free to do other tasks that actually require human intervention. This in turn lowers the over all personnel cost. There are several methods to do this.

Method 1. Automatic Attendant After Hours

A substantial savings can occur by eliminating live customer support representatives after business hours and using the ODTVision VRU. If we still look at only paying our live customer service personnel the federal minimum wage with no benefits, the following chart shows the savings in just using this 1st method in stretching live personnel.

Hours/Days for Customer Service	4 Concurrent Calls	8 Concurrent Calls	12 Concurrent Calls
People 24 Hr/7 Days	\$254,040.00	\$508,080.00	\$762,120.00
People 8 hr/5 Days	\$60,320.00	\$120,640.00	\$180,960.00
Savings on labor by cutting after hour live personnel	\$193,720.00	\$387,440.00	\$581,160.00
ODT VISION 24/7 (One year payback)	\$18,500.00	\$23,500.00	\$28,500.00
Total Savings	\$175,220.00	\$363,940.00	\$552,660.00

Method 2. Using the ODTVision VRU in Conjunction With Live Personnel

The next model of our methodology to determine the how much savings your firm could receive by the implementation of the ODTVision to stretch existing personnel will differ from department to department based on the number of calls, number of live customer service representatives, hours of opera-

The need of additional staffing

Budget restraints may not permit you to add additional staff when more personnel is needed....

The ODTVision VRU could give you ways to be more efficient with existing personnel by freeing them for reassignment.

Vision Voice Vantage, Inc. is a certified ISV for IBM. Visit our web site on IBM.com at <http://www-304.ibm.com/jet09002c/gsdod/solutiondetails.do?solutionId=25001&l>

tion and average length of a call. For this exercise, let's assume it is a small customer service department with four customer service representatives who only take calls 8-5, M-F. To ease our calculations of volume, let's assume the **average length of call is ten minutes**. (your department's ALC may be more or less.) Based on these elements in our premise, your customer service department can handle about 216 calls a day at 100% efficiency. Now let's assume there is a change where we have an increase in customer service calls. Perhaps this is a sales promotion, an open enrollment period for an insurance company, some change due to seasonal business tendencies, year end retirement inquires, or any thing that would affect or increase the number of calls into your customer service area.

Let's say that business is great and we just have more business that mandates higher level of customer service calls. You are now faced with either moving personnel from other departments into the customer service department, adding additional personnel, or adding the ODTVision VRU to filter off routine calls; therefore increasing the efficiency of your existing personnel. For this discussion, let's say the call volume has increased by 20% which means the additional 44 calls a day will require the addition of one additional staff.

In this case study, there are no benefits being paid and the CS function is only offered for 8 hours, M-F. In this example we also figure the employee is never off, never sick, takes no vacations, or breaks. We also assume that your firm has no need to do customer service functions beyond normal business hours. The aforementioned example would show a substantial savings in

44 more calls per day than the original 216 for a total of 260 calls which would require the addition of at least one new person	
Cost of 1 additional staff \$15,080.00 8 hrs. 5 days with no benefits	
Unit pays for itself in less than 15 monts and no employee is needed	
But lets say we also now use the VRU to filter off 30% of the calls	87.00
Number of calls now handled by Live personnel with 20% increase in voulume	173.00
This provides a capacity cushion for future growth	
Total Call volume with live personnel with VRU	260.00

year 2 as the VRU is now paid for and the efficiency in labor savings would reflect the total savings of not having to hire that one additional person(\$15,080 savings +). The VRU would pay for itself in less than 15 months.

Depending on your application, the efficiencies provided by the ODTVision VRU may free up some of the existing personnel within the customer service department to be re-assigned to other departments or even to reduce the amount of time that customers are on hold waiting for a live customer service representative. In addition, the VRU would allow the department to handle increase spikes in call volume.

What is Rent to Own

Sometimes firms don't have within their capital budget the funding to purchase the ODTVision VRU immediately even though they have the need for the solution. **The need is now** but they don't want to wait until the next fiscal period to make the acquisition. **In other cases the need is short term or there is a need for an evaluation period to do a study** on how this solution could benefit and to determine what this application needs to be. Vision Voice Vantage is pleased to offer "Rent to Own." The Rent to Own agreement allows the lessee to build rental equity towards the purchase of the unit. The rental equity will amount to 80% of the cycle payments plus the deposit, which will be



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THINKING OUTSIDE THE BOX
Get Your Own Demo Today

Contact us to get your own demonstration of the ODT VISION Voice Response Unit. This demo application 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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<http://www-304.ibm.com/jct09002c/gsdod/>

<http://search400.techtarget.com/productsOfTheYearWin->

accumulated and can be applied towards purchase. The lessee may decide to purchase the unit at any point of the agreement by paying the Residual Payment. If the lessee decides on an early purchase, the purchase price will be the residual, calculated by subtracting the rental equity from the cash price. A minimum of three months is required for Rent to Own.

Pricing Table by Payment Period For Rent to Own

	Deposit	Annually Pmt. Amt.	Quarterly Pmt. Amt.	Monthly Pmt. Amt.	
Base Unit with 4 lines	\$18,000.00	\$1,800.00	\$7,776.00	\$1,984.50	\$675.00
options					
Each 4 line upgrade	\$5,000.00	\$500.00	\$2,160.00	\$551.25	\$187.50
Screen Scraping	\$500.00	\$50.00	\$216.00	\$55.13	\$18.75
Email Support	\$250.00	\$25.00	\$108.00	\$27.56	\$9.38
Text To Speech	\$2,000.00	\$200.00	\$864.00	\$220.50	\$75.00
Monitor	\$130.00	\$13.00	\$56.16	\$14.33	\$4.88

A la carte Pricing Table

The lessee will be responsible for any travel and/or other expenses incurred as a result of the on-site visit.

On-site labor per Day*	\$900/Day
On-site labor Per Hour*	\$120/Hour
Off-Site Phone Support**	\$60/Hour
Off-Site Labor Development Support**	\$90/Hour

* 8 hour day plus travel and expenses

** Billed in 15 minutes segments

Please let us know if your are interested in the RTO option or if you have any questions regarding the ODTVision VRU and how it can make your customer service department more efficient. We look forward to assisting you and welcome your inquiries. ■