

Vision Voice Vantage, Inc.

THINKING OUTSIDE THE BOX
IN CUSTOMER SERVICE

I don't receive Health Benefits, You don't have to pay FICA, nor do I Take Days Off



Volume 7 Issue 75
11/30/2010

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First Price Increase in Seven Years

It has been seven years since the last time we had a price increase but even with the new pricing that will become effective January 1, 2011 the ODTVision VRU is still a bargain.

<u>4 Line</u>	<u>8 Line</u>	<u>12 Line</u>	
\$18,500.00	\$23,500.00	\$28,500.00	Current Price
\$20,350.00	\$25,850.00	\$31,350.00	Price after 1/1/2011

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The new pricing reflects around half of the cumulative rate of inflation during that seven year period. We strive to keep our cost low but everything has become more expensive from the cost of personnel, office and administrative cost, development and even travel. Current quotes will be honored up until the increase date of January 1.

ODTVision VRU is Very Affordable



when you consider that in a 1 year payback, you are replacing four people doing customer service with our base four line unit at a cost of \$3.30 per hour.

U.S. Price Inflation (CPI-U, Annual Average) 2003-2010

2003 = 2.3%
2004 = 2.7%
2005 = 3.40%
2006 = 3.2%
2007 = 2.8%
2008 = 3.8%
2009 = -0.4%
2010 = 2.4%

Cumulative U.S. Price Inflation (CPI-U, Annual Average)

2003-2010 = 19.15%



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ODT VISION Cost per Hour for unit Amortize by Year

(based on line size)

	4 Line	8 Line	12 Line
Cost per hour based on 1 year	\$3.20	\$4.06	\$4.93
Cost per hour based on 2 years	\$1.60	\$2.03	\$2.46
Cost per hour based on 3 years	\$1.07	\$1.35	\$1.64

If you amortize the payback over longer periods, the savings are more significant. Compare this to the cost of just one minimum wage employee at the rate of \$7.25 per hour and the fact that the VRU requires no benefits of any type or additional cost, the savings are major. Any call answered by the IVR application will free up existing personnel to handle calls that require live assistance. It may also allow you to reduce hours of live support for after business hours support or at least reduce the staffing levels for those time periods.

Please feel free to contact your ODTVision marketing representative to discuss your project and the new pricing. Any exiting price quote will be honored up until January 1st. □

you know the number of lines needed. As in any application design, the more detailed analysis you run regarding your needs, the easier it is to define a system that matches those needs. If your application is using a screen scraping API to IBM Client Access your system will be limited to 24 lines due to the short name restriction of Client Access before you need to go to a second unit.



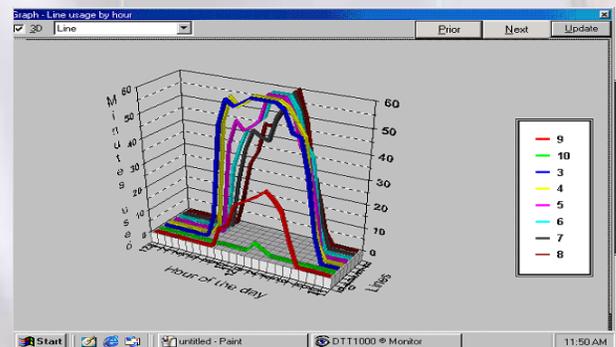
Through the use of the ODTVision window detail utility, you can review the actual capacity that the unit is using during any 24 hour period and that image will tell you when it is time to add additional lines.

Configuration Decisions

ODT VISION® for the **I5/iSERIES/AS400** is a revolutionary product that allows two-way telephone access to your **IBM I5/iSERIES/AS400** or **Micro Database**. With **ODTVision®**, every touch-tone phone in the world becomes a remote terminal on your Data.

There are very few decisions to make when ordering the ODTVision VRU. The first and primary decision is the number of lines that are needed. The base unit comes with the first four lines. The ODTVision is scalable in nature with additional cards that can be added at any time. If you are replacing an existing VRU, most likely

Line Capacity Monitor

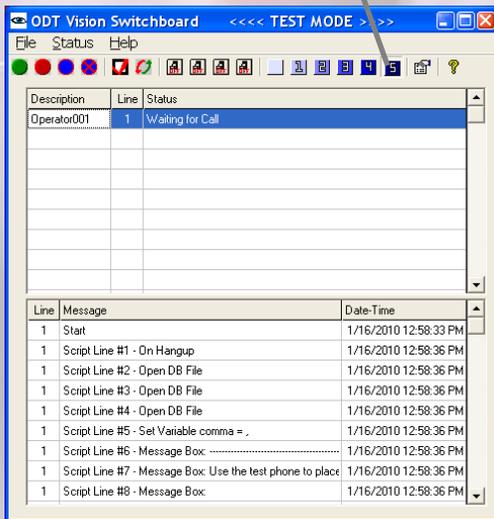


What is displayed is the amount of time the line is off hook. If in any hour, all existing lines have maxed out, it is time to add the next four lines.

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>

Reviewing Line Usage with Level 5 Debug Log

Debug level selected

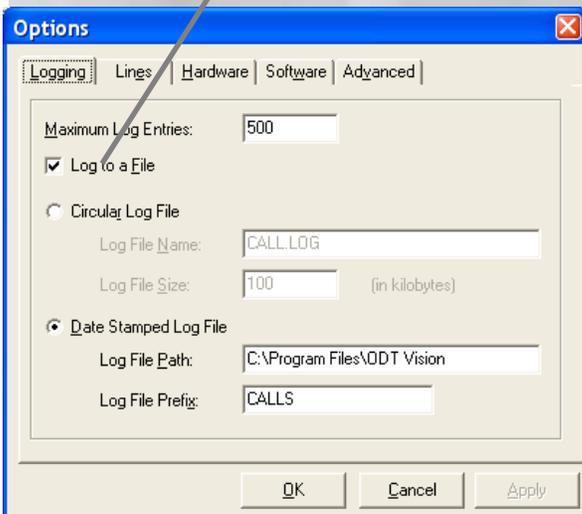


Notice that the Debug level 5 is selected on the main switchboard. You must also set up the system log under the line property setup to be turned on either with a Circular or Date Stamp log file.



Line setup icon

Note, logging clicked on



Now that you have turned on system logging and also set the logging level to debug mode, all activity for each line will have a record in the ODTVision system log. You can review the log file, study line usage and know when it is time to expand.

Actual Feedback from Users

Of course, there is nothing better than the actual feedback of your users. The callers will tell you when they are on hold waiting for the next available line or if they get a busy signal. They will tell you if the system isn't friendly to use or if it doesn't satisfy the requirements of your application. Listen to them and make the proper changes based on their responses. Let your users define the type of self-service applications you provide.

Options Decisions

There are two main options that you can order with the initial purchase or at any time in the future.

Email Option

The Email option is an API interface with a Licensed Copy of Microsoft Outlook that is loaded on the ODTVision VRU. With this option, you can build the feature within your ODTVision IVR application where an email is generated, dumped into the Outbound Folder of Outlook and then sent. This could be used for anything. Perhaps this is a order confirmation after a user has placed an order that contains the details of that order. Maybe you have a recorded voice files where the user has requested a



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Get Your Own Demo Today

Contact us to get your own demonstration of the ODTVision 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 ODTVision 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



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<http://www-304.ibm.com/jct09002c/gsdod/solutiondetails.do?solutionId=25001&lc=en&stateCd=P&page=1>

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

change of address and then recorded audio files that will be emailed to someone in customer support that will listen to these recorded messages, transcribe the details of the audio files and then change the person's address in your database. Of course, to send an email, it is assumed that you know the email address for the recipient and when the email is created, the script will populate that field in the email.

Text to Speech

The Text to Speech option is like the Email Option where it can be added at any time. The ODTVision Text to Speech option is Microsoft SAPI 5.1 compliant so you can purchase third party speech dictionaries from any vendor that meets those requirements or you may use the standard voices found in the Microsoft OS. Text to Speech is used when you want the ODTVision VRU to speak a string such as a name, an address, a product description or any variable string obtained from a record field or screen field. Please keep in mind that the ODTVision can already speak dates, times, currency values, characters and a variety of special characters

though the use of the system voice files. Text to Speech is used when you need to go beyond what the system voice files can do.

Additional Application Development, Additional Days on site, and Phone Support

The initial sale of the ODTVision includes an 8 hour day on-site for development, training and implementation. We will also help with the creation of the base script for your application and it is our desire to get you operational but that may not be totally possible in one 8 hour installation day so you have the option to purchase **additional days onsite**. You can also purchase **off-site development time** and **phone support**. The beauty of the ODTVision VRU is that the end-user can do everything themselves but can always purchase additional time from Vision Voice Vantage if needed.

Your application and its requirements will define your needs and we are here to help in any way,....just let us know what you need. ▣