

**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 87  
11/30/2011

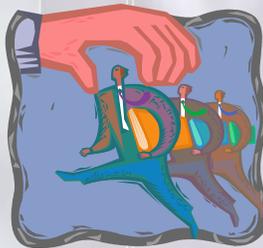
**Inside  
this  
issue:**

**Time To Reflect on How Good  
Business Is**

In this wonderful season of Thanksgiving, it is time to be thankful for the many blessings of 2011 and how good our business is. Where a lot of firms are still downsizing and see little or no growth, our sales are outstanding. I don't ever remember being so busy. I have always seen sales a reflection of the economic times. When business is so very good and a company can't hire employees fast enough, they use our solution to expand their human resources by stretching staffing. The same is true when the economic times are tough where our self-service applications allow the company to not have to hire that next employee and of course....our VRU allows that firm to reduce overall personnel cost.

**Doing Business The Right  
Way**

I have believed in a very definitive way how business should be done. Since our product is an VRU that needs to be customized to do self-service IVR applications, this isn't a commodity out of the box type of product. We have always strived to bring to the market place a product that is affordable, easy to customize, scalable for future growth and current with



industry standards and technology. We have also strived to always build into any new release or generation of the ODTVision solution a migration path where any existing client can import their existing customization scripts to the new product and simply re-compile them to become functional. In that way, no investment in the older version of our product by our customers is ever lost.

**Treating People The Right  
Way**

To create an IVR solution using the ODTVision VRU, we create a strong teamwork approach between the client and the personnel at Vision Voice Vantage. This journey begins with the client learning

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what our solution does, how customization is accomplished, and how the interface functions. On the flipside, we need to understand the client's application and what they need to get accomplished. The task at hand can only be done through the cooperative teamwork approach between the client and VVV personnel.

The client will go through a learning process where the initial base script is done by the VVV account manager who works in cooperation with the client's project leader to understand the needs of the self-service application. By working hand in hand with the client's project leader on this first application, the project leader will learn how customization is accomplished. Additional benefit is achieved as that individual can now do their own customization in house on this application or any future applications to come on down the road.

VVV personnel will always be available for consultation on future work but the real power of our ODTVision solution comes in the ability for the client to independently have complete control of their IVR applications. This teamwork approach combined with the final on-site installation day leads to clean installations, trained client personnel and very satisfied clients.

## We Hear From Our Clients All the Time That We Do It Right

We believe we have the right approach and that this teamwork approach toward

installations of our product is the correct way. It is still always good to hear that feedback from our clients.

We had a large financial institution in Florida that implement our product earlier this year. This account had brought in the ODTVision to replace an older VRU from another vendor. Our project leader at this account recently sent me an email stating that, "Now that we have had a product for a while and have not only done the initial application but made ongoing modifications to their application,....this product is just plain cool."



We had a long time client that had used our solution for many years. I recently got an email that even though they were now leaving our solution due to a change to a new phone system that had an integrated

VRU solution in it, they appreciated our work and this team work approach.

"Thank you for so many years of service to our staff and clients. You have helped us grow and we appreciate it."

When you think that an owner of a company took the time to thank us even though they were leaving us,.... it makes us realize we are doing it right.

## Serendipity

One of the true pioneers of the computer industry recently died, Steve Jobs of Apple. I am currently reading the Walter Isaacson bio on Steve Jobs. Mr. Isaacson doesn't paint a flattering picture of how he worked with people. It is the exact opposite of our approach. He was egotistical, lived in his own reality at times, negotiated with no

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compromise and treated people around him brutally. The night he died, I emailed an old fraternity brother that had worked at a very high level at Apple and wondered how he felt about Job's death. This was his response,... "I had very mixed feelings about Steve Jobs dying... HE taught me a lot... But was extremely inconsiderate of people's feelings and put a lot of us through hell while working at Apple... Though it has been 25 years, I still had very mixed feelings upon news of his death." Job's approach to motivating people was always to belittle them and if he had an opinion, he was always willing to share it even if it was a snap judgment that sometimes he later regretted. On the flip side, he was innovative and at times, just a pure genius. He didn't believe in any form of departmentalization but believed in a team approached for the entire company. If one product perhaps crossed over where it hindered the sales of another Apple product,... that was ok as profit and loss was calculated for the entire company, not at a product or department level.

Jobs was a stickler for detail. Design, intention, and results were everything to him. He would insert himself into the projects and micro manage everything to the smallest detail. What made his career so interesting is he successful with so many different product areas and in each, really re-invented the way things were done. After being fired after his initial work with Apple, he formed "Next" and then got involved with Pixar. He took computerized animation to a new level and even had Pixar outperforming its partner, Disney. An interesting part of the bio is where Jobs breaks off negotiations with Disney as he dislikes the Disney CEO and wants him fired. It ended up with Disney realizing they had to buy Pixar to survive. Of course, Job profited handsomely for this sale.

Jobs became obsessed with the design of the new Pixar corporate headquarters. Most traditional Hollywood studios of the day had separate buildings for various projects or

development teams. He wanted the exact opposite, where one huge building was built around a centralized atrium designed to encourage random encounters. When I say he wanted people to randomly meet and discuss what they were working on, ....I mean truly extremes....He wanted just one large bathroom for men and one large bathroom for women so people would always be bumping into each other. In the book, this was one of the few times you see him compromise as he finally agreed to have large men and women bathrooms on each side of the corporate headquarters as it was pointed out you can't have a pregnant woman walking twenty minutes to get to a restroom. But the bathrooms were a place for people to bump into one another and share ideas.

It is one of the few moments within the book where I like Job's viewpoint on how to build a good project,...not to just belittle people but build an environment that fosters and supports communications which leads to teamwork. If anything sums up our approach to the implementation of a client's application it is the need for communications and teamwork. Our solution is truly integrative and flexible but it is only as good as we make it together. That is based on a complete discussion of customer needs and understanding of the tasks at hand.

To summarize, are our sales so good due to the product or due to our teamwork approach with our clients to make a good IVR application? That is kind of like the chicken or the egg...what came first. Most likely it is a combination of both. What we know,...it works for us and our clients and I wouldn't change a thing. ■