Vision Voice Vantage, Inc.

THINKING OUTSIDE THE BOX IN CUSTOMER SERVICE

The ODTVision VRU Is Not Limited to Just One Vertical Application

Perhaps your first experience with a Voice Response Unit doing an Interactive Voice Response application was years ago when you were calling into your bank or credit union. The fact that an IVR application requires a user to have only a standard phone and no training or expertise, even a first time caller can use the self-service application and that the service is available on a 24/7 basis made this approach very attractive to those financial institutions. Security was always paramount to these firms and the fact that an IVR application doing this inquiry and transaction processing is not easily hacked and even though the service was interacting with live data, the application only allowed the user to perform the function it was designed to do.

I remember calling into a VRU at Gateway Computers years ago where one of the things you could do is either request a fax of documents available to be delivered or enter a code for a specific Gateway Computer where its data sheet would be delivered via fax. This faxback application to deliver datasheets was simplistic in nature and use in a time period before most of us accessed the internet. This approached ad-

dressed the common need of a novice user who didn't even have that PC yet and there again, it was live 24/7. The IVR application lowered the cost of customer service for Gateway while improving the functionality of its customer service department.

Next we saw catalog retailers using IVR applications to address customer requests which could be anything from pricing, stock availability, order entry, shipment status or a whole host of transactional or inquiry functions. There again, the IVR application addressed common needs such as:

- First time

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user

- No Special Skills
- No Training
- No Equipment
- 24/7 access
- Possible Non-English User Support
- Audit trail logging
- Security Issues
- Ease of Application Development
- Multiple platform access

Customizable Interface

What has always made the ODTVision VRU unique in the telephony marketplace is the ability for any type of IVR application to be designed and created as it is not a pre-designed and loaded VRU that addresses only one vertical market   performing just application(s) tailored to that vertical.

Customization requires no previous programming experience. Your own voice response applications can be created using the script compiler. ODT VISION® uses an easy to learn "Basic" - like scripting language allowing you to quickly create your own voice applications from any display screen application from the ISERIES/AS400, from ODBC connections or linked from micro system databases.

Potpourri Of Applications

So you have an idea of a way to improve your firm's customer service through an IVR application that would provide a self-service application 24/7. You may have general goals such as enhancing the customer's experience by allowing them to address their
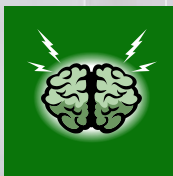
needs after hours or quicker than waiting on hold for an available live customer service representative. It is your firm's desire to maximize the existing personnel so they only address customer's requests that actually require a live customer service representative and in general,...this optimizing of personnel will lower the cost of the customer service department while improving your availability to your users.

☎ Order Entry

A very standard application we have seen a lot of clients do is an Order Entry application where the customer can place orders 24/7. It is an obvious application which may be for all customers or may be used for low volume clients. Many times this will lead to additional linked applications such as shipment status, payment processing, or the ability to edit an existing order if that order has not already been picked or shipped.

☎ Stock Availability

You may want a customer to be able to call into your system to check inventory availability, current pricing, or specifics regarding an item in order to even decide if they will place an order with your firm for that product. You may even link this type of application of inventory analysis so that the user can immediately select to go into the order entry application.

☎ Account Status

A very common application we see is where the IVR application allows the user to identify themselves, go through security to use the system and do a variety of account type functions. I see this in a whole host of different account types from customers checking their

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cable bills to insurance companies where users are checking on their polices. Most of the time, once signed on, the system would automatically tell them if there is an outstanding balance and the amount and date of the last payment. It is a natural link to then take the caller into the payment processing system if there is a payment required at this time.

☎ Human Resource Support

This is a very important internal communication group of applications that can do anything from vacation or absenteeism tracking to retirement account monitoring and administration functions. We have seen job scheduling and monitoring of remote personnel to remote payroll entry. I saw a large city school district years ago use our unit to set up a time clock application where any city school hourly employee could time stamp in and out of their job with the phone within their department. Not only did this allow the central administrative office know who was currently working, but also if the employee had different job functions, when they clocked in they could select the account that this work shift would be applied to. An example of this would be the bus driver that may be doing their regular route, taking a sports team to a game, or a class to a field trip. By using the system, the proper account would be debited.

☎ Password resets

If a customer or employee is locked out of your network or their internet profile, you may want to provide a way to for the user to reset their security profile since they can't get onto the network. This is critical as this need may arise after hours when no security personnel is available. The permissions for this task may be tied to security questions or even to the Caller

ID of the phone an employee calls in from.

I once had a bank that wanted the ability to not only to allow customers to change bank card pin numbers via their self-service IVR application but to also have the ability to deactivate a card in case it was lost or stolen. That very critical functionality justified the acquisition of our solution.

☎ Warehouse & Logistics Support

Because truck drivers are very mobile and generally have cell phones, a large variety of logistic support applications have been developed. Drivers can use their phone as a terminal into your warehouse system and get directions to a warehouse, check on scheduling for drop off or pickup, check custom clearances, or report breakdowns or deliveries. Add to this application's requirements that this driver may not speak English and you can see why a multi-language IVR self-service auto-attendant will be a great answer to your needs.

To tell a funny story, we did a project over a decade ago for a very large warehousing system. One of the features of our solution is a utility screen that shows capacity usage of the system each hour of the day. I was on site about six months after the initial installation and looking at this utility. What I saw was a huge usage between 1:00 AM and 3:00 AM. I called the operational manager over asking, "What is going on in the middle of the night?" The manager responded, "You don't know anything about ground transportation do you,…..that is our 3rd party dispatchers calling in after they get their night drivers on the road to schedule the 1st shift dock appointments for shipments coming

ODTVision
simplifying your business communications today and tomorrow

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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 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:
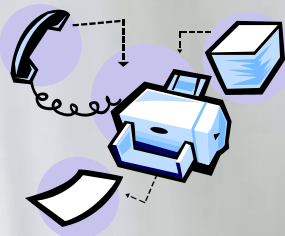TechSupport@ODTVision.com
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into our various warehouses." The fun part of selling our units is that you learn so much about various types of companies and how they do business.

☎ Query Reports and Documents On Demand

Many times the IVR application will be combined with a fax and or email interface to provide documents or reports on demand. An example would be one of our many insurance companies where a hospital or medical clinic may call in to see if a policy is current before treatment. They enter a policy number and hear the status of the policy but may also want a "schedule of benefits" report faxed to them. If your IVR application has be designed to perform this function, by simply entering their ten digit fax number that medical clerk can receive a report with the status of the policy and the schedule of benefits. We had a large nationally known university using our system years ago in their HR department. Say an employee was at a car dealership over the weekend or at night and they wanted to start the paperwork on their loan application. They could call into the HR system to activate the employee verification system and they would be assigned a password. Then the loan office could call into that system as a 3rd party agent and enter the employee's social security number followed by this assigned password and get access to that employee's employment verification records and have them faxed to the car dealership. Any query type report could be built and faxed under this type of application.

☎ Job Scheduling and Assignment Monitoring

If your firm works with remote employees who are off site or not in constant communications with the central office, through the use of cellular phones and pagers, your IVR application can assist in the scheduling and monitoring of job assignments. One of the funniest stories in my entire career was working on a possible application for one of the largest cemeteries in the country. At one point the IT director asked if I was uncomfortable discussing the design of these IVR applications...where I laughed and said,

- Funeral Directors calling in to see on availability of a grave site is really just Inventory Control
- Grave diggers reporting the opening and closing of graves is Job Scheduling & Monitoring
- Mourners calling to check which of the 8 possible chapels their designated funeral is at and how to get there is simply customer service.

With the ODTVision system you can make your IVR application do what ever you and your customers need, whenever you need it.◘