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# Vision Voice Vantage, Inc.

## THINKING OUTSIDE THE BOX IN CUSTOMER SERVICE

issue:

Volume 8 Issue 106  
6/30/2013

Even if your firm has never considered using a self-service IVR application before...

### ObamaCare May Change That

The Patient Protection and Affordable Care Act (PPACA), commonly called ObamaCare or the Affordable Care Act (ACA) is coming and most likely your firm is already preparing for what that means. In many cases it will mean an increase in healthcare costs either through the plans themselves, penalties paid to the federal government, and/or increased administrative costs. **The focus of this month's newsletter is to explain how to consider a self-service IVR application and reduce the impact of those additional staffing related costs.**



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### IVR Application Always Cheaper than Live Customer Service Representatives

If your firm is now in the position of stretching existing staffing or you have reduced staff and their job functions need to be replaced, or you just can't afford the additional personnel costs, an IVR application is always less expensive than live personnel.

Look at your hours of operation for the tasks to be performed and the number of people needed to do those tasks. The savings provided by using our IVR/VRU are substantial.



## Take a Good Look At Your Costs!

Consider the following chart comparing the cost of minimum wage staff (\$7.25/hour) to the cost of an ODTVision system.

Hours/Days for Customer Service	Single staff	4 Concurrent Calls	8 Concurrent Calls	12 Concurrent Calls
<b>With estimated taxes and benefits</b>	<b>Year One</b>			
People 24 Hr/7 Days - Annual Cost	\$79,387.50	\$317,550.00	\$635,100.00	\$952,650.00
People 8 hr/7 Days - Annual Cost	\$26,462.50	\$105,850.00	\$211,700.00	\$317,550.00
People 8 hr/5 Days - Annual Cost	\$18,850.00	\$75,400.00	\$150,800.00	\$226,200.00
<b>ODT VISION 24/7 (One time cost)</b>	<b>\$20,350.00</b>	<b>\$20,350.00</b>	<b>\$25,850.00</b>	<b>\$31,350.00</b>
<b>With estimated taxes and benefits</b>	<b>FIVE YEAR TOTAL with NO wage or benefit increases</b>			
People 24 Hr/7 Days - Annual Cost	\$396,937.50	\$1,587,750.00	\$3,175,500.00	\$4,763,250.00
People 8 hr/7 Days - Annual Cost	\$132,312.50	\$529,250.00	\$1,058,500.00	\$1,587,750.00
People 8 hr/5 Days - Annual Cost	\$94,250.00	\$377,000.00	\$754,000.00	\$1,131,000.00
<b>ODT VISION 24/7 (One time cost)</b>	<b>\$20,350.00</b>	<b>\$20,350.00</b>	<b>\$25,850.00</b>	<b>\$31,350.00</b>



## Additional Benefits Besides Personnel Cost Savings

It is obvious that any call answered by an IVR self-service application will cost less to administer and that the IVR can perform that application 24/7 but there are additional less obvious benefits. The IVR application could allow the caller to select the language to use during the session, providing multi-lingual support for your users. All calls are addressed in the same manner so that the user gets consistency in what is done and how the call is administered. The IVR application could also determine different types of users and allow them to perform functions specific to their profile. For example, a lawyer calling into a judicial system could perhaps make changes to the schedule of an arraignment due to a conflict and a client caller can only inquire as to when the arraignment is scheduled. Of course, all stages of a call and what has transpired could be logged to provide an audit trail. Let's say we have a shipment status system where an order is on credit hold. Based on that information, the IVR application could automatically request and process a payment from the customer as well as releasing the order that is on hold. An IVR application could also shorten and simplify a call by asking fewer questions than a live representative. In a previous call, the self-service application has logged the CallerID and tied it to a customer profile. The IVR application could then automatically know who the caller is, have already looked up their records and begun the process....."Hello Mr. Smith, your current balance is \$xxx.00 (and if they have made a payment) and your last payment was made for x dollars on (give date of payment).....(if there was an outstanding balance say)....would you like to make a payment of (balance amount).... today?"

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## The Education Phase



Any new client who comes to us requiring a self-service application to work with customers, employees or maybe third party relationships begins with an initial meeting to begin the educational phase. Most likely this will be a phone or web seminar meeting with individuals at that firm that are interested in looking at what can be done through our VRU solution and how it works. This initial meeting is a bi-directional exchange of information where those individuals are trying to learn about our solution while we are trying to learn about what this firm does and what they want to accomplish. The reasons vary as much as the type of firms we see. It may be:

- To reduce the cost of providing customer service
- To improve customer service by addressing customer's requests 24/7
- To stretch existing personnel
- To build audit trails and track customer's needs
- To support customers that can't be supported by existing staff such as providing support to speakers of other languages
- To ensure the privacy and security of clients and the application data
- To provide a self-service solution to users who are not technically sophisticated, do not have internet access, or do not have any equipment other than a standard phone.

The phone or web seminar is scheduled and all parties can be online through the internet as well as through a conference call. During that meeting, we provide a live demonstration of our solution and discuss....

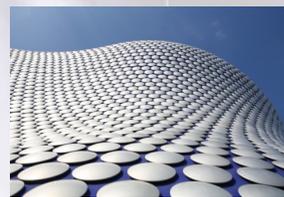
- The features of our solution
- How customization is done
- How we interact with a client to do implementation
- What the costs and ROI for applications are
- How system administration works on the ODTVision (how to run and maintain the software)

## Analyzing the Application

The client needs to be able to define what they want to accomplish in the self-service IVR application. Begin with just listing the general goals and talking points that the self-service application needs to accomplish. There are two additional considerations that need to be addressed in this analysis. First define your user or users of the application if it needs to cover more than one type of user. The user requirements may be specific to the needs of that user group if there is more than one type of user. Also define where the data originates in this IVR application. It may be a host system or even a data file located on a LAN server. You will also need to examine your phone system and outline any special needs. An example of a special need is the connection to a bank card clearance agency to process payment transactions.



## Design Phase



The design process may seem hard but it is really very logical and begins with two main documents. The first is a flowchart which outlines all the logical elements and possible paths a caller into the

IVR application will go through. It will show the menus, possible caller's decision paths and data that will be entered or retrieved as well as the voice files that will be played. For most accounts, we use Microsoft Visio as it is widely used and this flowchart document is exchanged back and forth as it is developed. This is an excellent visual presentation that may be shared with all associates that are working on this design of this application. By using this document, we can ensure that the design contains all the elements and requirements of that self-service application.



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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.

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The second document is a simple word document which lists the text of the various voice banners used by the IVR application. We are talking about the Outbound voice banners used in the interactive voice response. A voice file may be a request for response such as, "Please Enter your seven digit account number"....to banners used in conjunction with collected data in a stacked pattern.....

Play....Your account show you have an outstanding balance of.....  
SpeakDollars.....BalanceDue (variable retrieved from system)

The final element required to begin our customization is documentation of the screens the IVR application will be using if we are doing HALPI screen scraping of a host system or the data file structure of the database if we are connecting to the data files directly using ODBC.

Customization is very easy to accomplish. 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 or linked from micro databases. The ODT VISION Software can also be loaded on any PC linked to your ISERIES/AS400 so development and testing can be done without disrupting the production unit.



Outbound voice files can be recorded using a standard sound card.

This customization script is more like writing a macro than actually doing code and requires no previous programming experience. Now we review the customization script to make sure all the elements within the flow-

chart and voice file script are included. We also review it against the screens or against the database file structure and indexes to make sure the details within the script are accurate. You are now ready for actual testing of this script.

## Implementation Phase

Implementation begins with a scheduled day for onsite implementation. The unit is shipped to the client before that implementation date and the client has the responsibility to physically integrate it to their data systems and the phone system. A "Game Plan" is created to outline who is responsible for what. A representative from VVV schedules travel arrangements and will be on-site for live testing, training and implementation. The client can contract for additional on-site support for implementation if they think that is required but the standard is one eight hour day and most design and customization work has already be accomplished. If all our t's have been crossed and i's dotted, that implementation day will run smooth and it will be an easy day but it is not surprising if elements that were not anticipated come up.

Everything will be addressed and after substantial testing, you will be able to go live with a successful method to reduce human costs and provide better customer service. Obviously a self-service application addressing customer service functions will always be cheaper that a live representative but the upcoming additional healthcare costs under ObamaCare may be another driving force to do this within your firm. ■