

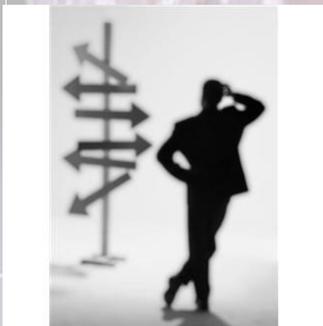
Vision Voice Vantage, Inc.

THINKING OUTSIDE THE BOX IN CUSTOMER SERVICE

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Why Is It Important to Select an VRU that allows you to do in-house customization of your IVR applications

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Most firms select the ODTVision VRU for its affordability, features, scalability, and ease of customization which allows them to meet their needs on a variety of data platforms.

When selecting a VRU, you are looking for a telephony solution that will not only be the best fit for your current needs for a particular application but will also allow you to meet new needs for your future IVR applications. Realize that the cost of the application goes beyond the cost of the software and hardware, the development and implementation costs must also be considered. You may be using a packaged software application where that vendor has an IVR product that is already built around your system so there may be little development cost to implement an IVR application. That would be ideal if you only need the VRU to provide the IVR application for the one need. If you have other IVR applications or different systems to integrate into this type of self-service application, you may want to consider other products such as the ODTVision VRU.

Most of our accounts come to VVV for a single specific application. Once that is completed, it is not unusual for them to come back with other new applications that were not on the table when they originally acquired our VRU solution.

Reasons for In-House Customization

-  Lower Cost for Development
-  More expedient response to changes required to user's application
-  Can modify existing applications
-  Allows changes in data streams or databases
-  Portability to new systems
-  Can be responsive to governmental changes or requirements
-  Can create new applications



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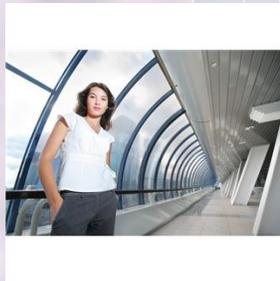
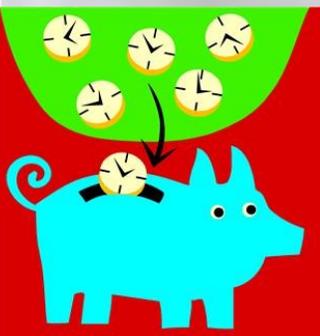
Lower Cost for Development

As mentioned, development and customization are two of many factors in the implementation of an IVR application. No one knows your systems and data better than your own IT personnel and whether you are layering the IVR application over existing host screens through HLAPI screen scraping or object linking the data directly to the database tables through ODBC, it will be done faster if your own personnel does the customization. This can greatly reduce the development cost.

In the same frame of mind, no one knows your users and the requirements of the self-service IVR application better than your own staff. Because of that, in-house development will also have better communication and be more responsive to the needs of the application.

More expedient response to changes required to user's application

So your IVR application has been up and running for some time now and in today's ten o'clock staff meeting, the head of customer service brought a new feature or change in the self-service IVR application that they want. Wouldn't it be nice to just go back to your office and make that change on your test/development ODTVision VRU system, show the



change to the executive that requested the change and after sign-off.....apply it to the production unit. This is very easily accomplished and will be faster and at a lower cost than going back to the VRU vendor and having them code the change.

Can modify existing applications

Not always is a change minor in nature which needs to be done on the fly. Maybe in the future your firm plans to add a new payment receivables systems where your company will now accept payment transaction through a bank card or direct payment from draft bank accounts. It makes sense to take the current IVR account inquiry system which customers use to review their account's financial information and be able to immediately go into the payment system after hearing what is owed. Perhaps this is off a shipment status system where the caller has just been informed their shipment is on credit hold but by paying "X" dollars, they can have this shipment released.

Your firm may have an entire new application they want to add to the general menu. Let's say we had a system that was basically doing "Order Entry" and now we want to add a "Shipment Status" system. The data for the "Shipment Status" may even be on a different platform but it doesn't matter, when the user calls in and identifies who he is, it would make sense that they would be able to check "Shipment Status" to be more responsive to their needs and there in provide improved customer service enable customers to check orders outside of business hours.





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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: 888-252-2555



<http://www.ibmssystemsmag.com/ibmi/productnews/productreviews/Product-Review--DTT1000-from-Ohio-Data-Transfer/>

Allows changes in data streams, screens or databases

You haven't changed your platform but decided to go with a different vendor for a particular software application and the database tables upon which that application are built are different. Or maybe you are still on the same software but there is a new release where there are now new screens. It is a simple task for your in-house staff to make the proper changes where the end user of the IVR application sees no change and the new version of your IVR application goes live right away.

Portability to new systems



Obviously we are very pro IBM being an IBM business partner but we do have clients who have done away with their host systems and gone to a total LAN based platform. It is always wonderful to be able to inform them

that there is portability over to the LAN server databases and they can keep their current IVR solution. It makes them look good to their bosses that they went with our VRU solution in the first place. That migration to

the new platform will have a lower cost when your own in-house staff can do the required modification.

Can be responsive to governmental changes or requirements



One of our insurance accounts told me a great benefit of their use of our solution is that the government is always coming up with new requirements that mean that they have to provide some new report based on the new requirement. She told me how they accomplish this report generation. She just goes in and creates a query report where the value of the policy is supplied and it creates a report that can be recalled once that variable value is supplied. She goes in and adds the needed voice files and a new general menu that includes an item for recalling that new query report. Now she adds the logic for these changes to her customization script, compiles it and then applies the change. In 5 minutes, she has available the new report that the client may request through their IVR that is then delivered via fax. With very little time and effort, the company has fulfilled their responsibility under the new governmental requirement.



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Can create new applications

One part of the beauty of the ODTVision VRU is that it is so easy to customize that nearly anyone can learn how to customize it even if they have no previous programming experience. Included in the initial acquisition is one eight hour day with one of our staff at your site. Much of the base code will be done before that day. It is our goal to get the application live as soon as possible and at the minimal cost. A secondary benefit of this approach is your project leader in-house



learns how this customization is done and will then be able to create future applications. Of course, you can always come back to us for future application development and consultation or you can create your new applications in-house

without our assistance.

In conclusion, having the ability to perform customization in-house will save you time and money and give your firm the ability to keep your IVR application current and responsive to your firm's needs. A good self-service IVR application needs to be dynamic in nature and change to be responsive to your user's needs as they change over time. The ability to do this at minimal cost and without much effort will enhance your experience with our VRU solution. It is important to build a self-service IVR solution that is friendly, responsive, and improves your level of customer service. The ODTVision VRU

system provides a very flexible and cost effective base for your applications now and in the future.