Vision Voice Vantage, Inc.

THINKING OUTSIDE THE BOX IN CUSTOMER SERVICE

Making Change Easy

There are always changes occurring that effect your Self-service application such as new system administrators, users, and needs of that application. No IT manager wants to go with a product for any solution that can not adjust to the needs of their firm and the benefits that new technologies could provide to that type of application. A simple definition of the ODTVision VRU is that it is a customizable interface that allows companies to create their own IVR application to match their specifications. This all is accomplished without programming experience. In addition, those self-service applications can be tied to your live data in real time. Our VRU solution has been that way ever since it was a DOS based PC with a 7 LU emulation card to an IBM 36 or IBM 38 System. Once thing that has been constant through the years is the syntax code that our clients use for their customization. There may be a few simple modifications to that customization script but; as a new generation of our solution comes out, the client simply re-compiles their customization script and it will run on the new version of our product. No IT manager wants to select a solution that can't change with the times and becomes a dead product. This month's newsletter addresses some changes that you may see and how the ODTVision can change with new technologies as they become available.

Change of Personnel

The ODTVision VRU consist of a rack mounted unit which is connected to the data whether that is an IBM host or another platform. The VRU is a windows based computer with software to provide the IVR functions. The screens and functionality of the system administration have an inherent windows feel and it is

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easy to learn and administer. It is not uncommon for change in the system administration where this application now has a new individual who is responsible for the VRU. We always recommend that a firm's VRU solution to be documented in house. Furthermore, it is important to have to have comments and banners in the customization script that define the script. This not only aids if the original designer ever needs to go back and modify the script but for the case where a new system administration comes in. If there is ever a new administrator, that individual can get a head start on the understanding of our solution by retrieving a manual on our web site that serves as a quick start guide to understanding our VRU solution.

http://www.odtvision.com/includes/manuals/quick-start-guide.pdf
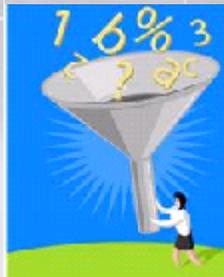
User Requirements

It is very important to build your self-service application around the needs of the user. Realize the application may have different types of users which have specific needs. In recent years, we have seen an explosion of units with additional languages on it besides English as the demographic of firm's users are changing.

In addition, you may have different levels of support required. For example, an unsophisticated user may require more support and have more steps yet the application may have quick run shortcuts for the user that is accustomed to the application and doesn't require the system to provide low level support.

Change of the System

It doesn't always have to be as radical as a whole swap out to a new platform to make system change difficult. The good news, our unit can work with almost any platform through ODBC. We have seen cases in the past where a client changes the computer platform and the only thing in the office that remains is our VRU solution.

Maybe your data has changed. You went with a new vendor for a specific application and the database tables are different or your application is with same vendor who just came out with a new release where their data or screens have changed. It is simple to modify the customization scripts of the ODTVision VRU to match those changes

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where the end user doesn't even see the change.

Finally, the application requirements have changed to be more responsive to the user. Perhaps you have added a payment processing system through check or bank card where now that caller into the system can inquire on their account balance and could go directly into paying their bill.
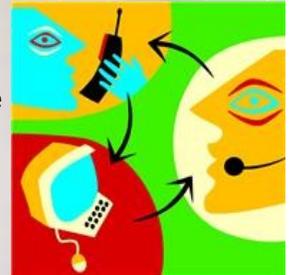
New ODTVision VRU Solution Releases

At an IBM Business Partner meeting a number of years ago, I made a statement,…."The changes in Microsoft Windows provide the constant challenge for our development team, Not IBM." The IBM representatives took offense to this where I followed, …."Your system and our interface to it hasn't changed in years while each new release of Windows has new issues to be dealt with." It is not just coming up with new versions of Windows in our rack units but also accommodating changes in the telephony technologies that our clients want to use. The good news, with the new release of the VOIP interface, we are less hardware dependent and more software configurable.

Changes in Phone Systems

Analog phone line systems have existed since time of Alexander Bell. They were built on standard copper phone lines, standard POTs phone devices, and offered a variety of basic features provided by the firm's PBX. When CallerID first became available, it was great to allow the IVR application to automatically go to the data profile for that caller based on the CallerID. The only problem was that not all regional phone companies provided CallerID or sometime, the firm's PBX didn't support that feature. Some of our older VRU boxes didn't support it as they had old Dialogic cards In them that were designed before there was such a thing as CallerID.

With most firms now moving to various firms of digital phone systems, there is an integration of many types of devices and a blending of your computer desktop, your cellular phone, voice mail, email, and a variety of other devices into the phone system.

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

Our self-service application through the ODTVision VRU is just a part of that new network of apps.

The Involving ODTVision VRU
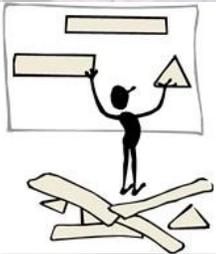
If you take anything away from this newsletter, understand that things will constantly change and your investment in the ODTVision VRU will give you the ability to change as you application requirements and user needs change. This all is accomplished without the lost of your investment in previous customization scripts. Our unit also allows scalability to grow as your capacity needs change. This is even easier now since we are more software vs. hardware configured with our interface to your phone network. Please feel free to contact us if you have any questions about challenges and changes facing your firm. ◘

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