

Introducing Technology to an Audience Where the Topic is Outside their Job Scope

UNDERSTANDING THE NEEDS OF THE CLIENT	3
EXECUTING A GOOD GAME PLAN	3
HAVING AS MUCH DONE BEFORE HAND AS POSSIBLE	3
CONCLUSION	4

Business has changed over the years and now everyone is a specialist. You may be a real pro in your area but from time to time, you may be asked to work on a totally new application such as telephony. Unfortunately, you have no previous experience with that type of solution. It is such a specialized field that this is not uncommon when we start working with a new contact for them to have no experience with VRUs.

director of this conference. It was held 1988, 1989, and 1990. We patterned this conference after IBM Common and it was a three day event that featured classes on a variety of topics as well as a vendor arena. A part of this annual conference was a banquet that always featured a keynote speaker. On the final year, I told IBM that they would not have this keynote banquet speaker. I mentioned that I was bringing in a teacher from Newark, Ohio. The Columbus IBM office marketing manager was upset when I told him that the keynote speaker that year was not from IBM. I was informed that it was impossible as the local IBM office

had already requested the head of the Rochester Labs for that event. I said, "Well,...we will have two speakers at the banquet."



This reminds me of a story from early in my career when I was President of the Columbus Mid-range IBM User Group. The group decided we wanted to have a local/regional IBM conference to be held in Columbus that would be marketed to the five state surrounding area. I became the



IBM Solution Connection
Integrates solution information
with IBM eServer, software and
TotalStorage technology



IBM Server Proven
Solutions with experience

The IBM marketing manager wanted to know why I was so insistent on having this teacher and why her speech would relate to an IBM audience. Now realize that in the late 80's we were moving from the IBM 38 to the AS400 and those systems were going into a lot of companies where it was that firm's first computer system and they had no IT personnel. I continued to express my point by saying,..."**What do we do each day,....take a new clients that are not computer savvy and introduce them to a technology that may or may not have anything to do with their job function. Let me tell you who Gail Klink is. Yes, she is a school teacher but she was also a part of the "Teacher in Space Program" 11,000 teachers applied for this ride on the Challenger and she finished number 2 which meant that she was trained to become an astronaut in two years. Most people train a lifetime and she had to accomplish this is short order. You want to talk about a culture shock of technology.** Well the night of the event

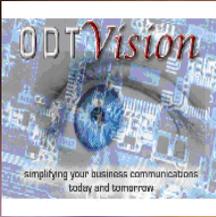
Teacher in Space Program

More than 11,000 teachers answered the call, each of them filling out a 25 page application that took 160 hours to complete. Finalists traveled to Washington DC, then to Houston for a battery of medical tests, briefings, and interviews.

came and the IBM speaker went first. He was very good but the Teacher in Space astronaut was amazing. She wore a cordless mic which a remote wireless controller showing slides which was very innovative at the time. She covered everything from the advanced training she received to handing out space shuttle tiles and astronaut equipment for the audience to hold. What made this mission specialist's speech so good was the topic, how you can train a non-technical person to do technical things. Mrs. Klink's presentation talked about how it is important to bring balance in training with a positive attitude. Bottom line, even the most advanced and complex technology can be taught with the right instruction, patience and manageable learning periods.

That was a very valuable lesson that I have used throughout my career. We can be working with a very talented System or Database professional but they may have never created a self-service application or may have never worked with any telephony technology. What our firm brings to the table is considerable experience in self-service application design. We are also offering a VRU solution that is easy to customize and preloaded with everything needed to build the application. What is important is the ongoing communications between us and the client. We start by first gaining an understanding of the data-





Vision Voice Vantage, Inc.
1938 Zollinger Road
Columbus, Ohio 43221

Phone: 614-586-9320
Email sales@ODTVision.com



THINKING OUTSIDE THE BOX
IN CUSTOMER SERVICE

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.

base or display screen applications which are going to be used to provide the live data. Next, we need to understand the goals the firm has for the self-service application and the needs of its users.

UNDERSTANDING THE NEEDS OF THE CLIENT

We have talked in previous newsletters about the three levels of customer relationship when starting an IVR application.



The first is the "Marketing/Educational" stage during which we learn about the firm and their needs. We educate the client on

our offering including design, customization, system administration, and optional features. In this phase we hope to learn about the Client's data/systems, their phone environment and the application requirements. By the client learning about our solution, they see what can be accomplished in their new self-service application.

EXECUTING A GOOD GAME PLAN



Besides our expertise in design, this isn't the first IVR self-service application we have created. What is paramount in a successful installation is making sure there are

no surprises. It is very beneficial to have a good game plan that outlines all the aspects of the new solution as well as who is responsible for what.

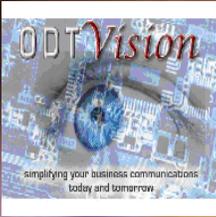
This is a team approach between us and the client.

HAVING AS MUCH DONE BEFOREHAND AS POSSIBLE

So we have scheduled an on-site installation day, but what needs to be done by our staff before that?

- ◆ Have all the application requirements outlined and documented
- ◆ Create a flowchart of the self-service application logic with any elements in the requirements noted
- ◆ Create the base customization script for the application. Almost all of it can be done before the on-site day so we are merely testing before going live
- ◆ Train the client's personnel on what they need to know to maintain and provide the system administration required for the application
- ◆ Pre-load and test software required for VRU into the rack computer. This includes any additional software for optional features as well as licenses for line size
- ◆ Ship the unit to the client's site so they can install the unit physically as well as connecting it to the network
- ◆ The client may need to install additional software at their site based on needs





PAGE 4

Vision Voice Vantage, Inc.
1938 Zollinger Road
Columbus, Ohio 43221

Phone: 614-586-9320
Email sales@ODTVision.com



THINKING OUTSIDE THE BOX
IN CUSTOMER SERVICE

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: 614-586-9320



<http://www.ibmssystemsmag.com/ibmi/productnews/>

CONCLUSION

In summary, the client is only responsible for:

- 1) Naming a project leader that we will be training and working with on this project. This individual will be trained as to how customization is done (so future modifications to the application can be done in-house) and how testing will be accomplished
- 2) Letting us know what they need the self-service application to do
- 3) Defining where the live data is coming from and properties regarding that
- 4) Interactively work with us on the logical design built around their data
- 5) Defining their phone environment
- 6) Physically install the VRU unit itself before the onsite installation day and perhaps load additional software based on needs

The beauty of the ODTVision VRU is that it is a customizable interface that provides a company with an easy to build self-service IVR applica-

tion to any data platform with no telephony or programming experience required of their staff. Knowledge of telephony is not required as it is all done by the solution itself through our software and hardware. If you know your data/system as well as your application needs, that is all that is required. We address the technical side of the telephony app. Vision Voice Vantage provides a solution that is affordable, easy to maintain and provides a migration path for future technological advancements in telephony as those improvements become industry standard. All our system generations allow for a migration path from any old unit to the current solution with minimal changes to your customization script so your investment in customization is maintained. The end result leads to a satisfied client who many times tells us,....."Boy,that was easier than I thought it would be!■"

