

THINKING OUTSIDE THE BOX
IN CUSTOMER SERVICE

Volume 1, Issue 6

10/22/2003

ODT VISION Voice Response Unit Receives
Award at Fall Common in Orlando

Inside this issue:

| | |
|--|---|
| Reasons you may need the ODT VISION | 2 |
| COM USA UMS | 2 |
| COM USA UMS (cont.) | |
| "How Do They Do That?" Emailing Monthly Newsletter Automatically | 4 |



Terry Rogers, President of Ohio Data Transfer, accepted IBM's magazine, "eServer iSeries Honor Roll" award at the 2003 Fall Common Conference at the Gaylord Palms in Orlando on behalf of the ODT VISION Voice Response Unit.

The award was the result of a review featured in the November 2002 entitled, "Let Your Fingers Do the Walking Throught Your AS400." This article was written by Don Rima as a part of their product Spotlight section. *Not only did the review give us a 3.805 out of 4.0 but contained the following quotes:*

- "I think this is one of the nicest and potentially most useful additions to AS/400 technology since fax cards"
- "This product works nicely, and it's as easy to use as they say it is—maybe even easier"
- "Multilanguage support is another cool product feature"

eServer Magazine is a family of publications serving users of IBM eServer business computers. The bimonthly IBM user publication, which debuted in April 2002, features coverage of recent announcements, technical tips and in-depth articles designed to help mainframe users get the most from their systems. U.S. and Canadian residents may qualify for a free subscription. To obtain free subscription, go to:

<http://eservercomputing.com/subscribe/>.

- "It was simple to learn and use"
- "I believe that most of the functions for which I'd need a terminal connection or a person at the other end of the line to answer most of my questions can be handled interactively through this voice unit."
- "Support folks knew the product really well"
- "Yes, This is a really neat product. Want to save some customer-service phone time? Take a look at this product"

We would like to extend thanks to eServer iSeries Magazine & IBM for the award and their regognition. ■

Greetings from
Fall Common in
Orlando

It was a little bit larger than usual at the Fall Common Conference. This year's conference pulled 1,929 attendees, including 422 "first-timers," according to Bob Boyson, COMMON's president. We were among the Eighty-five exhibitor booths filling the Expo Hall. COM USA UMS is a ODT VISION VAR which sells the DocGate interface combined with iXware software. These products allow their clients to send & receive faxes, e-mails, or even spool files from their iSeries/AS400, Lotus Notes, Exchange, or Groupware systems. The ODT VISION VRU can be combined with this product to integrate "Intelligent Voice Response" into those applications. Ohio Data Transfer has established a number of third-party channel relationships where the ODT VISION VRU is an option which adds functionality & features to the Var's offerings.

(cont. next page)

COM USA UMS

We were pleased to add our support to [COM USA UMS](#) and suggest that you review the article about their products and services found in this month's newsletter.

Although we had IVR competitors within the arena, it was hard for them to compete due to our dynamic "test mode" feature. As they told potential customers what their product could do, we were demonstrating our product live. At one point, a competitor asked me if we were getting any leads? My response, we are beyond leads and are actually working on flowcharts and the customization code for future client's applications. One of the more unusual projects that was discussed regarded a large New York retail appliance chain. Their delivery truck had satellite tracking systems already installed. With this system, the progress through the daily delivery route would be known by the AS400 within fifteen minutes of actual delivery time. With our unit, the customers could obtain current delivery times by calling the ODT VISION with any phone and entering the salesbill number.

We used an unorthodox method to get conference participants into our booth on Monday afternoon when the vendor arena had slowed down. To appreciate this, understand that fellow booth members hailed from Michigan. I proudly placed an championship Ohio State University National Championship hat on. Bob Burch, President of COM USA UMS, said "he could take the OSU socks that I was wearing but the hat was just in his face." Needless to say, it increased traffic within our booth as you either love the Buckeyes or hate them but it seems that everyone enjoyed the Fiesta Bowl last year. On Tuesday morning, the conference participants had to evacuate the hotel when emergency signals went off and I met an individual with Computer Associates who was originally raised in Columbus. He was impressed with our ODT VISION Unit and a relationship was established. I turned to Bob and said, "See, the hat works." ■

Reasons You Need the ODT VISION® Telephony for Windows and the IBM iSeries/AS400 in your Customer Service Applications

- ☎ Need to support users or customers 24/7
- ☎ Users are mobile with cellular phones
- ☎ Sophistication of users varies
- ☎ To use, the caller requires no training or equipment other than phone & fax
- ☎ Need to optimize existing personnel
- ☎ Lower or maintain the cost of customer service
- ☎ Caller's requests need to be forwarded to personnel who may be remote or indisposed during call
- ☎ Need to take multiple concurrent calls
- ☎ Need audit and log trail of all actions
- ☎ Must have security and privacy of data
- ☎ Multi-language support needed
- ☎ Data is on multiple platforms
- ☎ Enables you to use customer service as a competitive edge

Quote from Bob Burch

"Our Court staff time spent on telephone calls has been reduced by 40 to 50 percent by using our IVR application."

COM USA UMS (cont)

▪

Personnel can now be on-call for after hours emergencies rather than on-site waiting for a call that may or may not come in. Through email or text messaging, the on-call individual is contacted and they can remotely analyze the problem and provide the customer's assistance that is required.



OHIO DATA TRANSFER

200 East Campusview Blvd. 200
Columbus, Ohio 43235

Phone: 614-985-3814
Email: sales@ODTVISION.com



Improving Customer Service Affordability

Submit your technical questions or get free project analysis regarding your telephony application to:

TechSupport@ODTVISION.com

Or Call:

614-985-3814

HOW DO THEY DO THAT? "Sending out monthly newsletter automatically"

Your monthly ODT VISION newsletter goes out automatically and is sent to profiles which are stored in a Microsoft Access Database. The newsletter is first created with Microsoft MS Publisher which is converted to a "PDF" document with Acrobat 5.0. This newsletter document will be sent as an attachment to recipients.

An index is create where profiles within the database are sorted by record class, whether the record is the primary contact, and by name. Individuals are added or deleted to this database at the direction of the marketing department. These newsletters are sent out to existing and potential customers as an Educational Tool so to improve the knowledge as to how to use our voice system and show by example what other clients are using our system for.

A script is then modified which does the following functions:

- Gets the company's name out of the database to use in the subject line
- Gets the primary contact first name to use in the salutation
- Copies the newsletter to other contacts within the same firm
- Enters text within the message
- Attaches the "PDF" newsletter document.

- Repeats the process for each record until all e-mails are created
- The created e-mails are dumped into the outbound folder of Outlook where they are spooled until all have been sent out.

What the Script Looks like

```
OpenDB Contactsemail, "Company"
firstdb Contactsemail

Nextrecord:
emailadd = Contactsemail.emailaddress
if emailadd = "" then
    goto endscrip

EndIf
c = Contactsemail.Company
x = "ODT VISION VRU Newsletter for " & C
z = Contactsemail.Firstname
z = righttrim z
y = "Dear " & z
y = y & ":"
Email emailadd
Emailsubject x
Emailtext y
Emailtext ""
Emailtext "This is the August's ODT VISION
Voice Response Unit Newsletter in PDF for-
mat"
Emailtext ""
Emailtext "Thinking Outside The Box In Cus-
tomer Service"
Emailtext ""
Emailtext "Due to the tight economy, several
government accounts have turned to our
product to save costs."
Emailtext "Several are mentioned in this is-
sue."
Emailtext ""
Emailtext ""
```

Get Your Own Demo Today

Go to www.ODT VISION.com to get your own demonstra-
tion of the ODT VISION Voice Response Unit which will
run on any Windows based PC of Windows 98 or later with
sound card and speakers. This is a simplistic order entry
and shipment status system which is running off a Micro-
soft 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.

```
Emailtext "Please pay attention to the
article on page 3 regarding automated call
distribution with emergency notification"
Emailtext ""
Emailtext "Hope to see you at common in
Orlando in booth 107"
Emailtext ""
Emailtext "Sincerely,"
Emailtext ""
Emailtext "Terry J. Rogers"
Emailtext ""
Emailtext "Please reply to this email if
you want taken off our email list"
Emailtext "
n = "C:\Documents and Set-
tings\Administrator\current_projects\news-
ltr\" & "2003AugNewsltr.pdf"
EmailAttach n
companyloop:
NextDB Contactsemail
nextadd = Contactsemail.Company

If c = nextadd then
    A = Contactsemail.emailaddress
    emailcc a
Else
    EmailSend
Endif
If EOFdb then
    msgbox "found end of file"
    MsgBox "All profiles emailed"
    goto endscrip
else
    GoTo Nextrecord
endif

Endscrip:
    GoTo Nextrecord
endif

Endscrip:
Closedb contactemail
End
```