

Scripps Newspaper Group Increases Efficiency with the Help of Pronexus' IVR Software

The E. W. Scripps Company operates 14 newspapers throughout the United States. Starting with a deployment in one newspaper, Pronexus VBVoice Interactive Voice Response (IVR) software is now deployed in several newspapers and will become a standard within the group by 2013, handling up to 10,000 calls a day. "The usage rate of our VBVoice-powered IVR system is approximately 70% higher than the old systems'," says Dr. Ed Lindoo, Senior Director of IT Infrastructure for Scripps.

Problem

Scripp's VBVoice implementation started in one Florida-based newspaper in 2002. "Our old system was inflexible and expensive," describes Dr. Lindoo. After a systems integrator built a new subscription system based on VBVoice, Scripps took over the maintenance and further development of it.

Solution

Scripps' VBVoice-powered touch-tone IVR handles complaints, vacations stops and restarts, delivery confirmations as well as payments. Having to cover three time zones and play different greetings based on the local time makes Scripp's IVR solution technically challenging. Over the years, Dr. Lindoo has changed the system several times in response to changes in other systems and corporate infrastructure. "One of the things that I like about VBVoice is its flexibility. Making changes is fast and we get terrific support from Pronexus," says Dr. Lindoo.

Results

Scripps's IVR's usage rate is 57—59% while the old system operated at 32—35%. Recently, other Scripps newspapers have adopted Dr. Lindoo's IVR thanks to

its affordability and effectiveness. By the time the 18-month standardization project is over, the VBVoice-based system is estimated to be handling up to 10,000 calls a day for all the Scripps newspapers. VBVoice has been hugely successful for the sites that use it and Dr. Lindoo expects similar savings for the rest of the group: "The new IVR will save us upwards of \$1.5 million per year".



Founded in 1878, the E. W. Scripps Company is a diverse media concern with interests in newspaper publishing, broadcast television stations, and licensing and syndication. Scripps operates daily and community newspapers in 14 markets, and 10 broadcast TV stations. www.scripps.com



Established in 1994, Pronexus specializes in telephony, speech and database integration technologies. Our flagship product VBVoice IVR software enables developing feature-rich inbound and outbound IVR solutions that improve customer service and streamline internal processes. Thousands of companies all over the world use VBVoice in applications varying from auto-attendants to automated payments, fax applications, notifications, polls and surveys. Part of our business model is to provide customers flexibility to choose between developing an IVR application in house, leveraging Pronexus' Professional Services or buying a turn-key IVR application from one of our partners who have integrated VBVoice into their solutions.