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The Voice

Your Toolkit for Powerful IVR Solutions



VOLUME 18

YOUR TOOLKIT FOR POWERFUL IVR SOLUTIONS - WWW.PRONEXUS.COM

MESSAGE FROM THE CEO



This summer we launched two new websites to serve our IVR developer community even better. If you haven't checked out the all new vbvoice.com be sure to logon today. Our pronexus.com website has had a complete overhaul too!

VBVoice.com is the place for our existing and new customers to find all things IVR and more importantly all things VBVoice® – our flagship IVR development product. Our new website also creates a unique interactive community for developers to have an ongoing discussion about building the best IVR.

New Interactive Voice Response solutions continue to be deployed all over the world. The VBVoice toolkit is widely used and continues to win in verticals

like healthcare, government, financial and consumer. We are thrilled to add Mr. Aamir Hasan to our team to provide our developer customers with another strong technical resource to help them get their IVR applications up and running even sooner.

Read more about Mr. Aamir Hasan [here](#).

Visit vbvoice.com and watch our YouTube videos to learn how Pronexus supports its VBVoice customers to get their new computer telephony applications up and running at no charge, or read from Aamir Hasan's blog what the first two weeks of working for an IVR company is really like! Visit pronexus.com and hear from Sean White, the team leader for the Pronexus support team, about the free software development toolkit that adds IVR tools to your Visual Studio package and the 10 free days of technical support and two free run times that accompanies every [free download](#) of the VBVoice product.

WIN AN 8GB IPOD TOUCH



Like us on Facebook
before September 15, 2012
and you could
WIN an 8GB iPod Touch!

* Contest closes September 14, 2012 at 11:59 p.m. EST. Draw date: September 16, 2012.
Draw for the iPod will be done at random from facebook users who like Pronexus.
Winner will be contacted via Facebook message.

[LIKE us on Facebook](#) and you will be entered to win an 8GB iPod Touch.

*Contest closes September 14 at 11:59 pm EST. Draw date: September 16, 2012. Draw for the iPod will be done at random from Facebook users who like Pronexus. Winner will be contacted via Facebook message.

JOIN THE CONVERSATION IN OUR NEW IVR DEVELOPER COMMUNITY



Pronexus is excited to announce our newly launched VBVoice developer community.

VBVoice developers can now access a wealth of information tailored specifically to IVR/telephony developers, including:

- New blogs

- [Make you VBVoice IVR more Interactive](#)
- [Understanding VBVoice Licenses](#)
- [Developing an IVR is as Easy as 1-2-3](#)
- How-to tutorials that show you how to build IVR applications
- VBVoice FAQ's
- Instructional & support videos
- Access to our support team
- VBVoice documentation library
- ...and much more!

Visit vbvoice.com now and [LIKE us on Facebook](#) to receive updates about the most recent IVR developer conversation.

CALLING ALL PARTNERS: CO-MARKETING OPPORTUNITY

Pronexus fuels the growth of our partners by helping them develop new Interactive Voice Response (IVR) solutions quickly and efficiently. Our award-winning Pronexus VBVoice™ rapid application development tool powers thousands of IVR systems developed by our growing network of partners. Our strategy is to promote our partners and to grow through their success.

Pronexus adds a new dimension to partnering. We build strong relationships by working closely with our partners to achieve joint business goals. We are currently looking for VBVoice-built IVR solutions built by our partners to highlight through news releases, on our website partner section and in case studies. If interested in this opportunity, please contact our marketing team at marketing@pronexus.com.

INTRODUCING EARLY MEDIA, NOW IN VBVOICE 7.1

Have you had a chance to try out one of the newest enhanced features in [VBVoice 7.1](#), SIP Early Media? Early Media allows the caller to hear the IVR before the voice call is actually connected. Early Media allows you to provide interaction between your IVR and an inbound caller before actually connecting the call. Now, the caller will not be charged until the call is accepted and connected. This feature proves useful in scenarios where callers are billed for connected calls to your IVR, for example, you require a message be delivered to the caller prior to the connection for information, legal and billing purposes.

“Early Media is a great new VBVoice feature that is perfect for my IVR applications that require per-call billing. With Early Media, I can tell a caller that reaches my IVR that they will be charged before the charges begin. This gives my clients ample time to have payment out, and eliminates the potential for misunderstandings,” said Stefano Favaro, Application Developer at Edistar, a long-standing Pronexus customer.

To use the Early Media feature, [download VBVoice 7.1](#).

CUSTOMER SUPPORT CORNER: LOCAL ADMINISTRATOR RIGHT LOGIN

By Sean White, Telecom Support Engineer

With the advent of stricter user configurations in the latest Microsoft offerings - Windows 7 and Server 2008, it is imperative that users anticipate the Microsoft UAC and the requirements of Administrative Rights when installing and administering their development and production IVR systems.

Things to remember, in order to avoid potential user rights issues involving not only the VBVoice installation, and the Dialogic driver installation, it is important that the Administrative login be used, and that the installer files be *Run-As Administrator* using the right click option for the installer .exe regardless of UAC settings and login permission of Administrator.

Furthermore, when administering the VBVoice and Dialogic components, again the *Run-As Administrator* option must be used to launch any configuration utility in order to avoid potential issues where interaction between the components is required.

Again, running the IVR application itself must be done with the same approach; use the right click option *Run-As Administrator* when you launch the IVR application.

It's a difficult habit to get into, but a necessary step in ensuring the IVR will behave as expected from the very beginning.

To ask Sean a question to be answered in a future newsletter, email marketing@pronexus.com.

5 TIPS FOR AN EFFICIENT IVR

By: Igor Minic, Marketing Communications Specialist

Here are the top five tips to help you make good use of your IVR

1. One of the most important things to remember is it needs to be easy to use. Customers do not want to be overloaded with too much information that they will forget, resulting in them getting upset about not remembering the options.
2. The interaction with the customer needs to be short and to the point, [not wasting the customer's time](#). Don't put them to sleep, make sure any pre-recorded messages are there for the right reasons; there shouldn't be any long unnecessary greeting messages. A good way of doing this is to have the IVR programmed with the most frequent options first.
3. You need to [research your target market](#). It's important to know which types of consumers are going to be using your automated solution.
4. Make sure there is human contact available. If the customer wants to speak with an agent ensure that option is available. Customers like to know that they have the

safety net of an agent if things don't work out with the IVR. Don't be afraid to have an option available where a live agent can assist.

5. The last and most important thing to remember is to keep the customer in mind. For the IVR to be successful, their needs to be a benefit for the customer. The end user is the most important aspect of all this. If you have an efficient IVR it will help reduce costs by increasing call volumes without needing to hire more live agents, and allowing agents that are available to assist customers with more urgent or complex issues.

Read more posts on our [blog](#).

Our records indicate that you are a subscriber of The Voice and wish to receive this occasional newsletter. If you do not want to receive The Voice in the future, [please click here to unsubscribe permanently](#).

As always, we welcome your comments and suggestions - why not drop us an e-mail or call us at +1 (613) 271 8989. The other old-fashioned way to reach us: Pronexus Inc., 135 Michael Cowpland Drive, Suite 120, Ottawa, ON, K2M 2E9