

Global Response Develops a Dialer Application, Increases Agent Productivity with Pronexus VBVoice

Global Response Corporation was looking to create a dialer application to expand into the outbound calling business. When other tools failed to provide the desired Visual Basic® coding capability, Global Response turned to Pronexus VBVoice™. In addition to supporting Visual Basic, VBVoice enabled Global Response to drastically cut development time, minimizing time to success. The resulting dialer application increased Global Response's agent productivity through first-class tone detection and call handling capabilities.

Problem

Global Response wanted to gain a competitive edge by employing a sophisticated dialer application. At first the company leased a predictive dialer, but soon decided to create its own application to ensure higher scalability and greater integration with other applications.

To leverage in-house programming expertise, the company was looking for a tool based on Visual Basic. Global Response tried a competing product but was disappointed: "The software forced our developers to use a proprietary script language," commented Stephen Shooster, President of Global Response.

Solution

After eight months of struggle, Shooster and his team switched to VBVoice, and have been pleased with it: "We are constantly trying to leverage our expertise in call centers and Visual Basic. Nobody does VB better than Pronexus."

Global Response's developers discovered an unexpected advantage: VBVoice's integrated multithreading model, which is implemented in the VBVoice runtime engine, allows applying serialized or fully multi-threaded modes to the entire application or to individual controls. The embedded multi-threading model reduced the lines of code by half. Karl Martel, Senior Developer at Global Response said: "As a developer, having to deal with only 50 per cent of the code lines reduced the development time tremendously. With VBVoice, the application required only two months of solid coding, whereas with the previous tool, even eight months were not sufficient."

Results

VBVoice enabled Global Response's development team to complete the outbound dialing application rapidly and successfully thanks to its integration with Visual Studio, general ease-of-use and integrated multithreading model. The dialer has enabled the company to increase agent productivity by 50 per cent overall and 15 per cent over the competitive product through accurate tone detection and call handling.

Global Response

Established in 1974, Global Response Corp. is one of the top 20 call centers in the United States. With a focus on Customer Relationship Management (CRM), the company provides multi-lingual inbound and outbound teleservices, and fulfillment outsourcing to clients such as Hershey Foods, Thompson Cigar as well as Crate and Barrel.

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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.