

Wouldn't you love to see a real ROI for an IT project?

AnyTransactions focuses its voice applications solutions on areas where its customers can achieve a measurable return on investment.

Catalog Sales Illustration

Catalog Sales Business

Receiving inbound calls for order processing and customer service

- ✓ 50 seat call center
- ✓ 32 page printed catalog, 4 times per year

Call Center Pain

- ✓ Cost of sales personnel
- ✓ Difficult to staff off-hours
- ✓ Peak hours create inefficiencies or premium expense
- ✓ High turnover of call center agents
- ✓ Non-revenue producing phone calls
- ✓ Customers expect 24x7 support

Solution Overview

With its VIA Technology, AnyTransactions creates a highly customized voice interface application (VIA) to automate:

- ✓ End to end order taking from new and repeat customers
- ✓ Customer service inquiry processes such as order status

Without requiring a change to the existing business processes or systems

Solution Architecture

- ✓ Call center customers are sent from switch or IVR through the phone network to the AnyTransactions voice applications hosting center
- ✓ The customer VIA speaks and listens to the caller, and completes the transaction
- ✓ The transfer of information to and from the customer is managed in real time through the VIA to the call center's back-end systems – ensuring that a completed transaction is fully captured just as if it had been typed in
- ✓ No requirement for special hardware, software or systems to be built into the existing IT systems

Solution Benefits

- ✓ Minimal start-up costs
- ✓ Measurable ROI due to reduced personnel costs
- ✓ Puts your customer in control with automated self-service

- ✓ Provides 7x24 phone support
Reduces impact of peak call volume on call center operations, leading to reduced turnover and re-training – operators can spend more time on higher value customer interactions
- ✓ 90 days from signed contract to application deployment

ROI Analysis

- ✓ Total Set-up Fees = \$60,000
- ✓ 1 Voice port replaces 1 FTE
- ✓ 6 ports by month 7; 13 ports by month 25
- ✓ Loaded annual personnel cost = \$40,000
- ✓ Voice Port Fee = \$500/mo
- ✓ Application Maintenance Fee = \$1,500/mo

Measurable ROI

- ✓ Payback = 9 months
 - ✓ IRR = 302%
 - ✓ Y2 Cash Improvement of \$356,000
 - ✓ Y3 Cash Improvement of \$492,000
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**Simply Speaking.
With Voice Interface Applications,
A "Voice «» Person «» Computer" Process
Becomes a "Voice «» Computer" Self-Service Experience**

Using its integrated VIA Technology, AnyTransactions designs, builds and manages voice interface applications. Spoken words and any telephone become the interface to access existing web-based or database applications.

