VoiceObjects

Customer Reference Story



UT Southwestern Medical Center

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Elwyn Hull, UT Southwestern's Telecommunications Director

Executive Summary

The University of Texas Southwestern Medical Center at Dallas ("UT Southwestern") is leveraging the power of voice-driven automation in diverse areas of its operations. In partnership with VoiceObjects, UT Southwestern is now able to rapidly prototype, create and deploy voice-driven interfaces to mission-critical functions. The first, already-implemented application is used by UT Southwestern's business continuity group as an important part of the comprehensive disaster response program. Additional applications that will be implemented within the next few weeks are Employee Self Service and Patient Billing Systems, resulting in enhanced patient and employee satisfaction and immediate cost savings.

Background

UT Southwestern is one of the country's leading academic medical centers, patient-care providers and research institutions, with over 10,000 employees. They already have a history of success with voice-driven user interfaces: the medical center and each of its two hospitals previously deployed voice-driven automated attendant systems, resulting in considerably reduced holding times and significant savings in salary.

UT Southwestern wanted to repeat its past success in other areas of its operations, but was concerned about the time, effort and cost that would be required to develop well-designed voice-driven applications. Additionally, while any solution would need to work in conjunction with UT Southwestern's existing Intervoice IVR platform, the solution would need to be compatible with any later-adopted IVR platform or technology.

Finally, in recognition of the speech industry's broad move towards the VoiceXML platform, all of UT Southwestern's voice-driven systems would need to be VoiceXML-based.For additional cost savings, all UT Southwestern's requirements for new voice-driven business solutions had to be realized with minimal computer programmer time.

The VoiceObjects Solution

To address the business requirements it had identified, UT Southwestern turned to VoiceObjects, the world's leading provider of Phone Application Servers. Using VoiceObjects 6, companies can manage their voice-driven applications with an end-to-end lifecycle management approach, from creation to deployment to analysis to maintenance. The VoiceObjects 6 server platform consists of four principal components: VoiceObjects Server, a central management hub for highly scalable, carrier-grade voice application deployments; VoiceObjects Desktop, a Web-based multi-tenant collaboration framework for voice application lifecycle management; VoiceObjects Analyzer, a Web-based portal for caller behavior and dialog analysis and flexible real-time reporting; and VoiceObjects Studio, a client-side framework for lifecycle management through any Eclipse-based Integrated Development Environment (IDE).



The VoiceObjects Advantage

After attending the VoiceObjects training class, the UT Southwestern team was able to use VoiceObjects Desktop to develop its firstlive voice-driven application in less than two days and deploy it on their existing IVR system in less than two weeks. VoiceObjects' award-winning platform enabled UT Southwestern business people to create a disaster response application as part of the medical center's comprehensive disaster response program in this short time frame with minimal assistance from the organization's programmers, meeting a key organizational objective. Using VoiceObjects, applications are created in a modular, building-block fashion, ensuring that the industry's best practices are reflected in every finished application. VoiceObjects translates the high-level design into appropriate VoiceXML coding, ensuring that the technology platform is standards-based. Finally, VoiceObjects' innovative, driver-based approach will allow the university to choose another IVR platform in the future, without modifying its applications.

Looking into the Future

Next, UT Southwestern intends to deploy a voice-driven patient billing application, reducing patient telephone hold times and lowering billing representatives' call volumes. The system will also give patients the flexibility to conduct transactions and to obtain information at times where billing representatives may not be available. To ensure customer acceptance, UT Southwestern plans to develop the required state-of-the-art front end to this new application using VoiceObjects' world-class voice user interface design services.

In addition, UT Southwestern will soon begin to prototype a voice-driven replacement for the touch tone interface that currently greets callers to its clinics. The clinic system will provide a self-service mechanism to permit patients to make and cancel appointments, to take patient surveys and to access information resources.

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Other projects slated for development at UT Southwestern are additional speech recognition surveys, interactive driving directions that will enable patients and visitors to find any location on the UT Southwestern campus, and an automated continuing education class registration system.

VoiceObjects

VoiceObjects is the phone application server company. VoiceObjects works with carriers and enterprises around the world to deliver a personalized customer service experience to more than 500 million callers every year. VoiceObjects Server, the company's flagship product, supports phone-based applications at more than fifty leading companies, including Adobe, T-Mobile and Volkswagen Financial Services. For more information, please visit www.VoiceObjects.com.

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