

Overview

Country: United States

Industry: Government

Customer Profile

Incorporated in 1957 in Orange County, California, the City of Fountain Valley is an urban community located between Los Angeles and San Diego. The City employs 250 full-time workers to serve its 60,000 residents.

Business Situation

The City needed to replace its aging voice messaging system with an effective communications solution that would help streamline calls and help provide better service to the community.

Active Voice Solution

The City deployed Active Voice's Seven speech-enabled auto attendant solution as its personalized call management system. With Seven, callers just say the name of the person or department they wish to reach and are connected immediately. Callers no longer need to wait for a live operator or search through a lengthy company directory for the appropriate extension. Because Seven also helps manage calls from employee to employee, receptionists and live operators can be available to work on more mission-critical tasks.

Proven Results

- Streamlined communications
- Improved community service
- Reduced costs

Active Voice Solution Helps City Office Modernize Communications System and Improve Community Service

"We saw a need for a more efficient and streamlined communications system that would provide better public and internal access to information and services."

**-Lee Pratt, Information Systems Manager,
City of Fountain Valley**

Located in Orange County, California, the City of Fountain Valley is noted for its urban lifestyle and nearby attractions like Disneyland and Knott's Berry Farm. With a thriving business community and increasing population, the City has learned the value of having positive communications between its staff and its 60,000



residents. With the City's 250 full-time employees working at different locations and the number of daily calls to the City increasing over time, the City needed to address its communications challenges. It decided to evaluate an Active Voice speech-enabled solution that could help provide better service to its community and increase its operator efficiency.

Business Situation

As in many government offices, the City of Fountain Valley receives a large number of calls on a daily basis. Whether it's a call from a local resident requesting directions to City Hall or an employee wanting to reach a colleague in another building, the City needed a reliable, robust communications system to handle a steady stream of calls and create a positive impression with the public. The City also needed to replace its current messaging system that was aging and ineffective in managing its daily call volume.

"Our number one priority is providing superior service to the citizens of Fountain Valley," said Lee Pratt, Information Systems Manager for the City of Fountain Valley. "We saw a need for a more efficient and streamlined communications system that would provide better public and internal access to information and services. It was a simple case of using technology to help solve our communication challenges."



Selecting a Solution

In consultation with Active Voice reseller, Digital Telecommunications Corporation of Van Nuys, California, the City chose to implement Active Voice's Seven system over other products on the market.

"We receive a high volume of calls per month from both constituents and employees," explained Pratt. "We needed a cost-effective solution that could help eliminate our callers' dial-by-name and zero-out frustration by simplifying the transfer of both external and internal calls. It was also important for us to deploy a solution that allowed callers to speak as they would in normal conversation so that they would feel comfortable using the system. Seven has definitely helped us improve our community service and created a positive impression with the public."

Ray Maccani, Vice President of Sales for Digital Telecommunications Corporation, gives Active Voice's Seven solution high marks for its ability to integrate into almost any type of business environment.

"In our experience as a systems integrator for over 24 years, this is the first speech-enabled auto attendant application that offers so many benefits," remarked Maccani. "Seven's high name recognition accuracy and user-friendly interface can benefit virtually any type of organization. This product stands out because it can integrate with existing equipment, helping to protect a company's infrastructure investment and generate a rapid ROI."

Active Voice's Seven product is an Automatic Speech Recognition (ASR) system designed for organizations in virtually every industry, including the government sector. Seven asks callers to say the name of the person or department they wish to reach, retrieves the name from a database, and then connects them to the

appropriate extension. Government offices typically receive a high volume of both internal and external calls that Seven can manage efficiently so that callers reach their destinations quickly and without the assistance of a live operator.

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City of Fountain Valley**

"Active Voice's Seven system is well-suited to meet the needs of government offices like the City of Fountain Valley," noted Maccani. "People can call into the system, just say the name of the person or department they need to reach, and be connected immediately. Waiting for a receptionist or struggling through a litany of DTMF choices is time-consuming and inefficient. In addition, Seven enables organizations to provide constant access to important 'information on request,' such as community events, public safety announcements and hours of operation without utilizing a live operator."

In addition to employees' names, residents of Fountain Valley can call the City and ask for various departments and services. Here are a few examples:

- City Hall
- Public Library
- Animal Control
- Recreation Center
- Marriage Licenses
- Boys & Girls Club



Seven Provides Results

With the assistance of technicians from Digital Telecommunications, the City installed a 4-port Seven system as its personalized frontline call management system.

“In order to reduce the number of operator-assisted calls, we created new aliases and routings for services the public requests most frequently, such as ‘Public Library’ and ‘Marriage Licenses’,” noted Pratt, “which has helped us provide faster service to the community.” Our daily average is now between one and six calls, which is pretty amazing.”

Pratt noted that the Seven system has exceeded the City’s requirements for a solution that provides efficient navigation for users with accents or those unfamiliar with speech technology. Seven leverages high-performance speech technology from Nuance® that lets callers speak as they would in a normal conversation when prompted by the system, elevating the caller experience and system performance.

“We are very impressed with Seven’s friendly user interface and ability to recognize different accents,” noted Pratt. “Because of this functionality, calls from the public and from employees are routed quicker and more efficiently than ever before.”

Deploying the Seven system has also helped the City reduce its overall telecommunications costs. “We had an aging Octel voice mail system that was ineffective in managing our daily call volume and it was reaching end of support,” said Pratt, “so we needed a cost-effective plan to displace it.”

“In order to save on costs, we recommended that the City implement Seven because its call routing feature can eliminate the need for ports on the voice mail system,” explained Maccani.

“This reduced the investment required to fully replace the Octel system. Using this approach, the City was able to save over \$5,000 in voice board costs alone.”

Pratt noted that Digital’s telecommunications expertise proved valuable in the implementation of its Seven system. “The team at Digital was instrumental in getting our Seven system up and running quickly,” said Pratt. “Their recommendation to use Seven translated into hard dollar savings for our organization.”

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**-Lee Pratt, Information Systems Manager,
City of Fountain Valley**

The experience at the City of Fountain Valley shows how using speech technology can help organizations improve customer service, increase staff productivity and potentially save money.

“We are so pleased that our employees and citizens find the Seven system easy to use,” said Pratt. “By using technology to help solve our communications challenges, we are able to provide a level of service our community deserves.”

About Active Voice

Active Voice, LLC, a subsidiary of NEC Unified Solutions, Inc., is a global provider of voice messaging, unified communications and speech-activated solutions, powering the communications infrastructure of businesses worldwide. Over 185,000 Active Voice systems have been installed in over 60 countries. Active Voice’s products are sold and supported through a global network of independent telecommunications manufacturers, dealers, computer resellers, and strategic partners.





Active Voice Government Solution Customer Success Story

For more information about Active Voice products and services, please visit:
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