

## Maryland County Handles Growing Call Volume with Automation

### THE CHALLENGES

One of the many responsibilities of this Maryland county's Office of Human Resources (OHR) is to provide training and educational services for their Employees and Contractors. These classes cover topics such as: communication, project planning, human resources & diversity management, information technology and customer service. With each class, several standard transactions exist such as registration, withdrawal and reviewing class schedules. As the number of classes increased, the amount of transactions grew exponentially. This put a heavy toll on the touch-tone Interactive Voice Response (IVR) telephone system that was in place.

The county's OHR recognized that they needed to update its automated phone system to provide more comprehensive registration services for county employees and contractors. The new system needed to be available 24-hours a day, seven days a week. It also needed to be secure and give the option to use the telephone key pad if needed.

### THE SOLUTION

MicroAutomation designed a Self-Service system that was speech-enabled to empower callers to more efficiently navigate through the option menu and complete the required transactions in a shorter amount of time. The automated services that are available for callers include:

- Register for a course and Obtain a training calendar
- Obtain course description
- Obtain your transcript (training record)
- Withdraw from a course
- Receive the enrollment status before you register
- Get a course waiting list
- Enroll a group
- Get a training schedule
- Track your tuition assistance application status
- Receive information by e-mail or fax

The Self-Service system handled the growing call volume by offering the self-service solutions to callers with basic requests. This enabled county employees to assist the callers with more complex needs.

The new system has additional features such as:

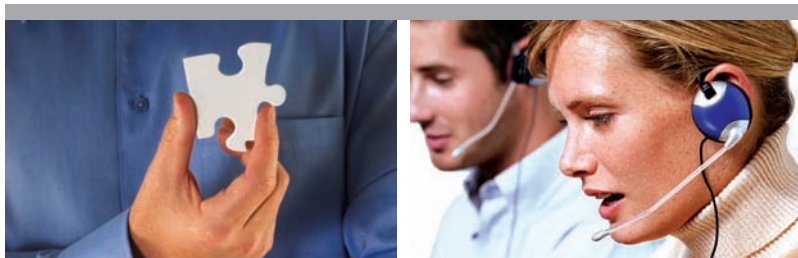
- An outbound dialing feature for automatic notification of cancelled classes
- Cancellation notification can also be done via e-mail or fax
- Maintaining employee, class and registration information in a relational database
- Allows for fax documents to be composed remotely and loaded into the IVR system via the Local Area Network (LAN) for immediate availability to callers

MicroAutomation also developed various reports for the county's OHR to use for the review of schedules and class sizes as necessary - making the solution robust and comprehensive. All of the solution features helped the county's OHR achieve higher caller satisfaction rates and helped make managing training and career development for their employees faster and easier.

### THE BENEFITS

The new call center solution developed by MicroAutomation for the Maryland county's Office of Human Resources:

- Reduced operating costs and increased service levels through faster completion of calls
- Increased usage of automation by offering callers easy to use self-service options
- Leveraged the county's existing infrastructure by using an open-standard architecture solution



## TECHNICAL IMPLEMENTATION

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The new solution for the Maryland county OHR was based upon a Windows platform and was developed using the Visual Basic Development language on the Envoy CTConnect platform. Intel Dialogic cards and Gammalink cards were used for voice and fax support, respectively. A local SQL Server database was used to maintain the employee, class and registration information.

With assistance from the county's OHR, MicroAutomation developed an automated utility within the SQL Server to update the Employee table with information downloaded from the county's host mainframe. Since all the transaction information is stored in the SQL Server database, the training staff has the ability to run ad-hoc reports based on any information being contained within the database.

MicroAutomation recommended, in addition to the voice portals, several fax ports to achieve the goals the county's OHR wanted to achieve. The ports were distributed to accommodate the training application, outbound dialing and administrative functions. MicroAutomation worked closely with the county's OHR to customize the self-service options to the specific needs of their caller base and to leverage the county's existing infrastructure by using an open-standard architecture. The solution was completed on time and within budget.

## ADDITIONAL RESULTS

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Due to the success of the initial deployment, the solution earned the Technological Innovation Award from the Maryland county for the MicroAutomation professional and expert staff. The county's OHR is able to perform minor updates and changes to the self-service options themselves based upon the open-standards technology that was utilized in the development of the solution.

## ABOUT MICROAUTOMATION

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MicroAutomation is a leading systems integrator offering an extensive range of call center technology solutions and professional services. Since 1991, MicroAutomation has designed, developed, and implemented solutions worldwide in a wide variety of industries, such as Healthcare, Utilities, Emergency Services and Government. We specialize in implementing Self-Service and Call Control applications, as well as providing comprehensive Analytics and Reporting solutions to enhance the overall caller experience. The call center technologies implemented by MicroAutomation improve millions of customer interactions every day. MicroAutomation solutions help companies maximize the efficiency of their call center infrastructures and empower their customer service strategies. MicroAutomation is a privately-held corporation headquartered in Manassas, Virginia.

## CONTACT US FOR FURTHER INFORMATION

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