

Fax-On-Demand IVR Application

Solution Description:

The Fax-On-Demand IVR application allows PSS (Pharmaceutical Sales Specialists) to assist HCP (HealthCare Professional/Physicians/Doctors) in providing immediate access to certain frequently asked, important PIR (Professional Information Request) standard responses using this solution. The objective of this solution is to process the document requests from the mobile sales force in the field, such as Medical representatives or PSS, any product related information on a Pharmaceutical company's products. This can be achieved on a real-time basis using a combination of IVR system equipped with speech recognition engines (such as Nuance and ViaVoice) and Biscom FaxServer technologies.

This speech enabled application integrates IVR Platforms and Enterprise based Biscom Faxserver platforms. The combined platform allows the PSS to call, authenticate and follow a series of prompted menus or "call paths" and access a catalogue of documents, make selections and have documents delivered to HCP fax machine within minutes. The caller will use Speech recognition prompts and speak the information as prompted by the IVR system. The caller also has the option to use touchtone keypad on the phone to enter the same information. The Fax-On-Demand solution will exist in conjunction with the existing PIR process and system, thus adding an additional channel to deliver PIRs.

A toll free 800# will be assigned to this application and each caller will enter his/her PSS ID to authenticate and access the IVR, FaxServer Platform. This platform will interact with the Pharmaceutical company's in-house database to authenticate and gather the appropriate document(s) and fax it as directed by the PSS to the corresponding HCP fax number on a real time basis.

Salient Features of this Solution as follows:

- Voice System will be accessible via any phone (including mobile phone) that dials a unique toll free phone number.
- Voice System will have multiple levels of prompting such as call paths. For example - first selection product, second selection indication (based on selected product), third selection specific question. • Call paths will be presented via pre-recorded voice prompts
- Call paths will be presented via pre-recorded voice prompts • Caller will either speak the response or enter numeric options on touch tone phone to provide response to call path prompts. The system will recognize the words or numeric responses spoken by the caller and prompt them back for confirmation.
- Call paths and voice prompts will be customized initially and modified over time to meet customer specific needs
- Caller will either speak the response or enter numeric options on touch tone phone to provide response to call path prompts. The system will recognize the words or numeric responses spoken by the caller and prompt them back for confirmation.
- Caller will be prompted for destination fax number.
- Caller will be prompted for unique internally generated PSS ID to identify himself/herself. System will verify, during the call, the validity of PSS ID and reject non-valid PSS IDs. Valid PSS IDs will be captured as part of call stats System will have ability to send PDF documents
- Caller will be prompted for unique internally generated HCP ID. System will verify, during the call, the validity of HCP ID and reject non-valid HCP IDs. Valid HCP IDs will be captured as part of call stats.

- Caller will be prompted for destination fax number.
- Voice System will be connected to Pharmaceutical company's internal network and it will have the ability to build interface to internal database such as Oracle, Microsoft SQL, others to enable PSS ID and HCP ID lookup.
- System will have ability to send PDF documents or Word files. These documents can reside in a shared folder and updated on demand by the document maintenance team.
- System will audit all caller activity. Eg. Date, time, PSS ID, HCP ID, documents selected, fax number entered, delivery status. Audit data will be readily accessible for custom ad-hoc reporting to supplement any standard reporting included.
- A cover page will be included with the document packet.
- Voice System can be configured to handle an estimated 5000-10,000 fax requests per day with the ability to grow over time.
- Response times to request a fax and receive it will not exceed 5 minutes.
- The fax documents can be PDF files, Word files, Text files and can be identified by the callers using a pre-determined "spoken word or name" or document number.