

Industry Sector	Application	Application Type	Description
Auction Services	Online Auctions	IVR	Allows callers to participate in a newspaper auction by phone.
Automotive Industry	Public Opinion	IVR	Used to participate in the written survey that is put in their monthly magazine. People used to have to fill out the survey and fax/mail it to them.
Election Services	Elections	IVR / Web / Paper	Providing telephone, online and paper-based election services for political elections, shareholders, Board of Director elections, policy votes, etc. An election can consist of IVR, Web and/or paper-based voting. For paper-based voting, all ballots are scanned in and the results are automatically imported into a central database where the web and IVR election results also reside. Elections can be set up as first vote counts or last vote counts. Duplicate votes are not included in the final results. All voting submissions are tracked for audit purposes. Email notifications can be sent out to provide voters with login and website/phone number information as well as candidate bios, proxy/ballot information, etc. as PDF attachments. Email or outbound call reminders can also be sent out to voters who have not yet submitted a vote. Final results/reports include counts, percentages and weights for each candidate or policy, a list of proxy assignments, write-in candidate submissions and quorum counts/percentages. Final results can also include a listing of all voters, their weighting, their selections, proxy assignments, write-ins submitted, date/time of vote submission, and whether their vote is valid or not. Voters can also transfer to a Help Desk or leave voicemail messages if they require assistance.
Financial Services	Benefits Info Line	IVR	Provide information on Health & Dental Plans, Insurance and Disability, Pensions, Employee & Family Assistance, etc.
Financial Services	Career Planning & Resources	IVR	Provides information to employees on career planning & related resources within the company.
Financial Services	Employee Ombudsman	IVR	Allows all company employees the opportunity to express their opinion, ask questions, register concern or seek guidance on a strictly confidential basis. This allows employees to leave voicemail messages and transfer to ombudsman agents (in confidence) who deal with complaints, etc. (e.g. unfair wages, problems with your manager, etc.)
Financial Services	Employee Tips / Suggestions Line	IVR	Employees from across the country leave voicemail messages related to successes, tips, new ideas, etc. that they had in the following areas: Customer Sales & Business Performance, Customer Satisfaction, Employee Satisfaction, Corporate Image, etc. Someone reviews their messages and places any “good” ones under the appropriate category for other callers to listen to. They are updated regularly.

IVR – Service Bureau Applications

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Financial Services	Manager Evaluation	IVR	This application allows employees to do a performance evaluation of their manager.
Financial Services - Banking	Applicant Screening	IVR	Applicant Screening – Banking/Financial Services Used to determine which job type applicant is best qualified for - Banking Experience, Loan Experience, Investment Experience, Customer Service Centre (The system qualifies the applicant. The applicant does not select the job themselves.)
Financial Services - Banking	Applicant Screening	IVR	Applicant Screening for Manager In-store Banking positions and Financial Service Representative positions in Calgary.
Financial Services - Banking	Applicant Screening	IVR	Applicant Screening (external) for Call Centre jobs in multiple cities.
Financial Services - Banking	Applicant Screening	IVR	Applicant Screening for Telephone Liaison Associate position. The client is asked questions in English and in French, including some open-ended questions in order to evaluate the potential candidates verbal and language skills.
Financial Services - Banking	Applicant Screening	IVR	They advertise a job in the newspaper and people apply through the IVR by entering the Job Number that appears for that job in the newspaper. Covers jobs in Access Banking, Asset Management, Credit Approval, Investment Representative, Electronic Brokerage Support, Investment Specialist. Help Desk Analyst. Potential candidates are scored and ranked depending upon how they answer the questions. Also allows for open-ended bilingual questions.
Financial Services - Banking	Applicant Screening	IVR	Applicant Job Screening for Customer Service centre in Edinburgh, Scotland and Customer Service Centre in Leeds, Ireland. All survey prompts are recorded in a Scottish or Irish voice, depending upon which phone number the applicant is calling.
Financial Services - Banking	Applicant Screening	IVR	Applicant Screening of university/college students for jobs.
Financial Services - Banking	Customer Satisfaction	IVR	Customer Satisfaction Survey. Questions callers on the preparation of their monthly bank statement. If a caller answers No to certain questions, then a fax report is prepared and sent to the bank.
Financial Services - Banking	Customer Satisfaction	IVR	Questions callers (employees) on the service quality of the Customer Call Centre
Financial Services - Banking	Customer Satisfaction	IVR	Customer satisfaction questionnaire for any customers who applied for a loan, credit card or mortgage. Callers are sent a \$10 long distance calling card as incentive for doing the survey. At the end of the survey, they enter the calling card PIN to have it activated within one hour.

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Financial Services - Banking	Customer Satisfaction	IVR	Callers are questioned on service received by Bank tellers, CSRs over the phone, Securities, number of transactions per month, branch visits, etc. Callers are sent a flyer with a code on it. Depending upon code, different callers get slightly different survey questions. Also, this application uses a Grand Prize Draw as incentive for participating in the survey as well as a Long Distance Calling card.
Financial Services - Banking	Customer Satisfaction	IVR	Customer Satisfaction survey related to Customer Care Centre service quality.
Financial Services - Banking	Customer Satisfaction	IVR	Customer opinion of Bank and services provided.
Financial Services - Banking	Employee Opinion	IVR	Employee Questionnaire on their Privacy Code document.
Financial Services - Banking	Employee Satisfaction	IVR	Service quality survey for employees on “Career Help Centre” which helps employees with career stuff – resume writing, interviews, career planning, mentoring, etc.
Financial Services - Banking	Employee Satisfaction / Manager Self-Evaluation / Opinions	IVR	Employee opinion survey (by unit area) on Leadership (i.e. their manager), Communication, Teamwork, Employee Commitment, Training & Career Development, Empowerment, Work Environment, Overall Issues, etc. If employee is also a Manager, then they are also questioned on how they feel they rank as a manager (e.g. provides assistance in a timely manner, encourage and reward teamwork, etc.)
Financial Services - Banking	Employee Satisfaction / Opinions	IVR	Performance Planning & Reviews. Employee survey related to performance reviews, payout determination, career planning, manager, etc. Handles North American and International calls.
Financial Services - Banking	Employee Satisfaction / Opinions	IVR	Standard employee opinion survey (distinguish between employees with more than 6 months service, less than 6 months or a job offer, Home Bank employees with no offer)
Financial Services - Banking	Job Search	IVR	Allows employees to obtain information about employment opportunities with the Bank. Questions callers on interests, experience and qualifications in order to best match them to a position at the Bank. This is not a job application -- this merely helps callers do a job search based on their skills. Caller receives a fax description of the job they are most qualified for.
Financial Services - Banking	Market Research	IVR	Market Research on a bank’s business clients. Long distance calling card is used as an incentive for participation in the survey. This survey was also run on a separate set of lines where clients are transferred into the system by Bank CSR telephone agents who identify the client and then hang up to allow the client to complete the survey (this is the non-incentive version)

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Financial Services - Banking	Mentoring	IVR	Used to match up mentors and proteges. Employees can register as a protégé for certain competencies (e.g. Leadership, Customer Service, Organizational Awareness, etc.) They can then request a faxback of all the available mentors (local or cross country) for a particular competency. They then enter that mentor's ID number in order to be matched up with them. Callers can also register as a mentor and indicate which competencies they are available for mentoring on
Food Industry	Gift Certificate Validation / Activation	IVR	A restaurant magazine provides gift certificates to its subscribers. When the subscriber hands in their certificate at a specific restaurant, the restaurant calls into the system in order to validate the gift certificate and verify whether it has already been used or if it has expired. If it can be used, then the information for that certificate is updated with the restaurant magazine. Also, as new restaurants are opened, they are automatically added to the database of valid restaurants with a flag indicating whether or not they accept gift certificates.
Gift Card Activation	Gift Card Activation	IVR	This application allows gift card holders to activate their gift cards.
Government	Language Competency Test	IVR	Asks the caller a few questions in French to which the caller must leave a recorded response in French. The resulting recordings are used to evaluate the caller's French competency.
Government	Public Opinion	IVR	Citizen's opinion line for ambulance services --- basically whether to privatize it or not. Allows callers to leave recorded comments
Government	Public Updates & Opinions	IVR	Outbound phone calls are placed to political constituents to provide updates by their political representative. Call recipients can opt out of receiving these calls. The calls can also include mini-surveys that allows constituents to provide feedback to their representative.
Government - Military	Employee / Customer Satisfaction	IVR	Incentive based survey allowing Air Force employees from 8 different bases to evaluate the services offered on-base versus services offered off-base. For participating, each caller receives a gift certificate that can be used at any of the store on the base. Once all gift certificates for each base have been allocated, then the survey for that particular base is automatically closed.

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Government Union	Public Opinion	IVR	Citizen Action Hotline. A public opinion line regarding government cuts to public programs and privatization of other programs. Each caller can either leave a recorded message for the union voicing their opinion, or after entering their postal code, could be transferred directly to the MLA (Member of Legislative Assembly) for their area and speak to them directly. All postal codes were cross-referenced to the appropriate MLA office.
Home Care Services	Home Care Services Time Tracking System	IVR	See the SOW for Spectrum Health for more information.
Hospitals	Call Centre Evaluation with Survey Quota Limit	IVR	Allow patients to evaluate the Hospital Call Center. After speaking with a hospital CSR, a patient is transferred into the survey by the CSR. Before transferring the patient, the CSR enters their CSR ID number and the Department ID that the caller was calling about. The patient then takes the evaluation survey. There is a set limit per month for the number of surveys per CSR and the number of surveys per Department. As soon as a survey quota is reached, an email notification is sent to the Call Centre Manager requesting that they stop transferring calls for a specific CSR or a specific Department for the remainder of the month.
Hospitals	Medical Survey (Clinical Trial)	IVR	Fibromyalgia Survey. Survey to collect symptom information from patients on a daily basis for use in clinical studies.
Hospitals	Medical Survey (Clinical Trial)	IVR	Bipolar Disorder Survey. Survey to collect symptom information from patients on a daily basis for use in clinical studies. If a participant provides negative feedback indicating severe depression, they are transferred to an agent and phone/email notifications are sent out to the appropriate medical personnel.
Hospitals	Medical Survey (Clinical Trial)	IVR	Hypoglycemia Survey. Survey to collect symptom information from patients on a daily basis for use in clinical studies.

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Information Technology	Skills Collection and Matching	Web	The system automatically sends an email out to each employee listing the survey web site and that particular employee's userid and password required in order to identify themselves and gain access to the survey. All employees/contractors were required to sign on and participate in a questionnaire which would identify all of their technical skillset grouping in detail and by experience level. This provided the company with a "database" of employee/contractor skillsets which they could then automatically use to cross-reference to any new projects/job positions and better identify the best suited candidate for the position. For example, some of the groupings were: Database, Application Development, Internet Development, Operating System, Networks / Communication, Enterprise Integration, Security, IT Business Client Support Practices, etc. Each of these groups was then broken down further into subsets – for example, Operating System was broken down into NT, Unix, AS/400, Linux, OS/2, etc. Application Development was broken down into C++, Basic, Java, etc. For each of the applicable subsets, the employee had to provide their Skill Level Assessment (e.g. Not Applicable, Beginner, Average, Functional, Advanced, Expert) for each subset as it applied to the following items: Method, Practice, Protocol and Tool.
Insurance	Product / Service Evaluation	IVR	Evaluation of Long Term Care Insurance Policy and services.
IT Outsourcing	Timesheet Entry	IVR	This bilingual application allows contractors who do not have access to the internet to input their billable hours each week on a per-workorder basis. All information is transmitted directly to the outsourcing company.
Legal Services	Marketing Research	IVR	Legal Services Survey.
Lottery Corporations	Lottery Line	IVR	Multi-lingual. Winning numbers and prize structure breakdown for multiple lotteries for current and past draws, jackpot information, other general information about lotteries. See BC Lotteries SOW for more information.
Medical	Mandatory Drug Testing	IVR	Registered participants are required to call into the system daily in order to see if they are scheduled for a random drug test on that day. If they are, they are given information on the drug test location and a unique code. The information is also faxed out to the Drug Testing Lab where they will have their test done.
Medical	Medical Reporting	IVR	Self-reporting tool for a regional cancer programme.

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Medical Council	Physician Evaluations	IVR	Each participant is assigned a code identifying them as a patient, physician, colleague or co-worker as well as identifying which physician the evaluation is for. Each physician is evaluated by their patients, colleagues and co-workers. The physician also performs a self-evaluation.
Member Services Organization	Marketing Research	IVR & Web	To evaluate current services provided to members of the organization (e.g. legal, long distance, courier services, internet services, office products, etc.) and new services that may be offered and suggestions by members.
Message Manager		IVR/email/web/Fax/GIS?SMS	
Political	Political Campaigning	IVR	Outbound calls are placed to potential voters to introduce them to a specific candidate running in their area and to allow them to participate in a survey and/or transfer directly to the candidate's office.
Property Management	Maintenance Service Evaluation	IVR	Outbound calls are placed to renters who have recently had maintenance work done on their apartment. Renters are able to provide feedback by participating in an evaluation of the service technician and the maintenance work done. If feedback is negative, renters have the option to be contacted by property management to discuss their concerns. An email notification is sent to property management requesting a call-back and providing details on the renter and their survey results.
Property Management	Rent Reminders	IVR	Outbound reminder calls are placed to renters who rent is overdue. They are information of the amount overdue and the payment date.
Real Estate Services	Customer Satisfaction	IVR	Customer satisfaction survey
Retail Sector	Customer / Employee Satisfaction / Opinions / Evaluation	IVR & Web	Various customer, employee and product evaluation surveys for retailers including coffee shops, music centers, restaurants, clothing stores, book stores, etc.
Retail Sector	Employee Interview Exit	IVR	An exit interview is done when an employee has handed in their resignation. This survey allows the company to collect information regarding the employee's reasons for leaving in order to help improve the company.

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Retail Sector	Job Application	IVR	Job application survey that scores and ranks callers depending upon their responses to questions. Callers are weeded out based on the skill requirements of the job position.
Software Manufacturer	Customer Satisfaction / CSR Evaluation	IVR	After speaking with a Technical Support Representative (TSR), the TSR calls the survey application, enters their TSR code, then transfers the caller into the survey application. The caller is then presented with a series of questions evaluating the TSR they just spoke with as well as the company's products/service in general. Callers are encouraged to leave recordings regarding their opinion of ways in which the company can improve their products/services. Callers can also leave their name/number if they have negative feedback regarding how their tech support call was handled. The IVR system automatically converts the voice files into WAV files which are automatically posted on an ftp site, and notifies the call center manager by email regarding any negative feedback calls so that the call center manager can return the customer's call within 24 hours. The IVR system also contacts the company's call center manger if a maximum number of surveys have been received each week, at which point the Call Centre will not transfer any additional callers to the survey system until the following week.
Telecom	Service Evaluation (Outbound)	IVR	After receiving a visit from a telecom service technician, outbound calls are placed to customers within 24 hours of the visit in order to allow the customer to evaluate the service technician, the service provided and the company in general. Customers who provide a negative rating are asked if they would like to be contacted. If they say yes, then an email notification is sent to a customer call centre requesting a call-back. The email includes the customer's name, contact number, their survey responses, their overall rating as well as specific information about the service call (e.g. technician name, date/time of service visit, purpose of visit, etc.). There is a survey quota of 500 surveys per month. Once the survey quota has been reached, no additional outbound calls are made for the remainder of the month.

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Telecom Communications /	Customer Satisfaction / Opinion	IVR	Customer satisfaction/opinion line on customer's cell phones and digital service. A group of customers are pre-selected to participate in this survey for a specific period of time (a couple months) where they are required to call into the survey once a week. In this way, they can see how the customer's rating changes over a period of time as well as receive input from callers as to any problems experienced with their cell phone or service. If a client does not call in each week, the system will place an outbound call to their cell phone number reminding they forgot to participate. The customer can then choose to participate now and complete the survey and indicate they will call later themselves.
Telecom Communications /	Marketing / Sales	IVR	Cantel Sales Survey. Manager call in to report sales information for specific cell phone sales & services sold on a daily basis, and how many customers decided to go to other vendors instead and why.
University	Event Notification	IVR & Web	Upcoming event notifications via email and phone.
University Alumni Association	Programs / Services Questionnaire	Web	Detailed questionnaire for alumni evaluating current/proposed services, programs, events, continuing education courses, volunteering, etc.
University Research	Health Study	IVR/Web	Tracking daily exercise for children using pedometer reading entries as well as daily reasons for non-use or reduced use.
University Research	Medical Survey	IVR & Web	Medical survey regarding IBS symptoms, etc. Incentive-based survey based on random mail outs. Participants received either a \$5.00 or \$20.00 gift certificate in the form of a money order, Department Store gift certificate or Coffee Shop gift certificate.
Voice Messaging System	Voicemail	IVR & Web	

Other Areas

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Courier/Shipping Services	Shipment Information System	IVR	Package tracking application with call transfer to CSR if requested.
Energy	Event Notification System	IVR	Event notifications and escalation using email and phone.
Financial Services	Employee Benefits	Web	Online self-service Benefits system that interfaces with PeopleSoft.
Financial Services	HR Applications: Pensions, Benefits, Job Search, General Info	IVR & Web	<u>HR IVR/Web Application (Bilingual):</u> Benefits application for current status, changes and annual enrolment in corporate benefits plan. Pension application for current status and changes for employees pension plans. Interface to SAP. Faxing of summary usage reports.
Financial Services - Investments	Mutual Fund / Account Information & Voiceprint Authorization System	IVR	Bilingual. Provides mutual fund information, prices etc. as well as account information using touchtone or voice recognition. There is also a Security authorization system for their call center which uses Speech Verification to identify the caller based on voice print identification.
Government	Student Loans	IVR	This IVR application allows students to check the status of their student loan applications and transfer to an agent.
Government	Support Enforcement Program	IVR	The Support Enforcement IVR application allows parents who are required by law to provide child support payments (or receive child support payments) to check their current account status – this would include current amount owing, last payment amount made, etc.
Information Technology	Employee Self-Service	IVR	Bilingual. Must enter Employee Number and SIN to logon. Accesses employee information via host interface to AS/400 to determine eligibility. Integrity Recommitment (re-acknowledge pledge to comply with all company policies as stated in the company guidebook – this acknowledgement is accepted as an “electronic signature”. Faxed Employment and Pay Confirmation letter including signature of HR . Overtime hours sent to AS/400 bi-weekly for processing payroll. For payroll portion, automated paging of Voicenet if error occurs. Call transfer to support group if requested.

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Lottery Corporations	Lottery Line	IVR	Bilingual. Winning numbers and prize structure breakdown for multiple lotteries for current and past draws, jackpot information, other general information about lotteries.
Telecom	Customer Service Application	IVR & Web	Allows customers to retrieve/edit account information, changes account services, make account payments, transfer to CSRs.
Telecom	Human Resources Info Line	IVR	Health care, insurance, pensions, other benefit-related or pay-related matters.

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