

# Selectron Technologies

## Standardizes on CT ADE to Create IVR Solutions for Government Agencies

### CHALLENGES

Selectron Technologies is a premier provider of IVR and call center solutions for city and county government agencies throughout North America. Their solutions help government agencies across the country offer self-service applications that provide providing easy, 24-hour access to the information and resources citizens need. In this way, government agencies can reduce expenditures while continuing to provide high levels of taxpayer services.

As a solution provider, Selectron required an IVR development and deployment solution that would speed development time, contain costs, and offer the flexibility needed to create a wide range of solutions.

**“With CT ADE we can quickly integrate IVR capabilities for customers using the .NET infrastructure.”**

DAN PORTER  
VICE PRESIDENT OF OPERATIONS  
SELECTRON TECHNOLOGIES

### SOLUTIONS

Selectron has standardized on Syntellect CT ADE to speed the development and deployment of their IVR solutions. CT ADE is an IVR development tool with utilities that are used to control Dialogic and other telephony APIs. CT ADE enables developers to create and deploy computer telephony (CT) applications more easily and more quickly than using traditional APIs.

Selectron offers a wide range of Syntellect-based IVR solutions for city and county agencies including solutions for Building & Planning, Courts, Public Utilities, Elections, Business Licensing and Tax & Finance departments. These robust, 24x7 systems provide citizens with real-time, user-friendly information and payment services that can be accessed whenever it is convenient for them. For example, VoicePermits™ provides contractors with the ability to schedule or cancel inspections, as well as retrieve inspection results using any touchtone



## CASE STUDY overview

INDUSTRY  
Technology

CUSTOMER PROFILE  
Founded in 1990, Selectron Technologies, Inc. is the premier provider of single agency and enterprise-wide Interactive Voice Response (IVR) solutions for public sector entities throughout North America

GOALS  
Speed development and rapidly deliver their IVR solutions

Enable developers to create and deploy CTI application quickly and easily

SOLUTIONS  
Standardize on CT ADE as an IVR development tool

BENEFITS  
Easily customize solutions for government agencies

Freed up existing staff to manage the rapidly escalating number of requests

Automated tasks that were previously performed manually

Enabled staff to manage a growing case load by automating responses to “routine question” calls from English and Spanish speaking citizens



phone. VoiceUtility™ gives callers secure access to their utility account balance and offers pay-by-phone and outbound shut-off notification services. The Election Line module allows callers to retrieve their precinct number, receive directions to their polling station, verify their registered party affiliation or request an absentee ballot.

#### RESULTS

CT ADE has allowed Selectron Technologies to quickly create solutions that government agencies across the country have leveraged to increase taxpayer services while lowering expenditures. By standardizing on CT ADE, Selectron is able to easily customize the solution for each government agency – an advantage that helped them become a premiere supplier. These solutions have proven their effectiveness in a wide range of organizations:

- For the City of Thousand Oaks in California, Selectron used IVR to help the Finance Department reduce the time spent handling telephone inquiries for utility accounts, parking citations and business licenses as well as increasing their level of customer service to the community. Additionally, the Building Division now processes 200-300 inquiries and inspection requests every week without staff involvement.
- In Tennessee's Shelby County, Selectron's VoicePermits IVR solution freed up existing staff to manage the rapidly escalating number of permit requests within the desired 24-48 hour time frame. It averages 1,400 calls a day, easily managing a 36% call volume increase since 2004. The Utility Notification module has automated and expedited requests for utility activation.
- Florida's Fort Myers Community Development Department implemented a VoicePermits IVR system with the SmartFax, Plan Review Status, Certificate of Occupancy and Correction Codes modules to automate tasks that were previously performed manually. This empowered inspectors to take complete ownership of their inspections to free up administrative staff to manage other important, revenue-generating processes that they did not have time to address.
- Selectron's VoiceCourt IVR solution enabled Missouri City's Municipal Court staff to manage a growing case load by automating responses to "routine question" calls from English and Spanish speaking citizens about their citations, fines and court appearance dates. Previously three clerks were needed to answer calls before the VoiceCourt implementation; now only one clerk is needed to field the non-routine questions that require further assistance.

#### THE BOTTOM LINE

**"CT ADE is an integral part of our development strategy, the software gives us maximum control over the telephony resources we use while eliminating the need for us to deal with complicated APIs."**

DAN PORTER  
VICE PRESIDENT OF OPERATIONS  
SELECTRON TECHNOLOGIES

#### ABOUT SYNTELLECT

At Syntellect, we help our customers create, maintain and continuously improve superior end-to-end service for their customers. With over two decades of pioneering leadership and thousands of solutions deployed globally, Syntellect is a premier provider of enterprise-class contact center solutions for the utilities, financial services, government, high-technology, help desk, consumer products and healthcare industries.



**CORPORATE OFFICE**  
16610 North Black Canyon Highway  
Suite 100  
Phoenix, Arizona 85053  
TEL 800.788.9733  
WEB SYNTELLECT.COM

**INTERNATIONAL OFFICE**  
Chelford House,  
Hampshire International Business Park  
Crockford Lane  
Basingstoke, Hampshire  
RG24 8WH

TEL +44 (0) 1256 685100  
WEB SYNTELLECT.COM/INTERNATIONAL