

CabCall's State-of-the-art IVR Solution Enables Change in Business Model and Market Expansion

CabCall wanted to develop a more advanced taxi booking and dispatching system and was looking for a scalable, cost-effective Interactive Voice Response (IVR) solution that could handle remotely connecting to legacy PBXs. Pronexus VBVoice™ allowed CabCall to develop this application in house in a record time of one month, enabling securing financing, pre-signing customers, changing the business model to subscription based and eventually expanding to foreign markets.

Problem

CabCall recognized a need in the taxi IVR booking market: the traditional "press 1"-type IVR booking systems could not manage the increasing volumes nor could they accommodate the needs of certain callers, such as hotels, restaurants and hospitals. The challenge was finding an IVR solution that would be scalable, allow for redundancy and provide a cost-effective high-quality connection between a PBX (e.g. Avaya, Ericsson, Fujitsu, Mitel, Nortel

and Siemens) and the IVR without the need for expensive proprietary network or telephony cards. Other key considerations included geographical separation of the IVR and PBX, overall project costs and timelines.

Solution

VBVoice IVR toolkit with Host Media Processing offered CabCall the ability to develop a customized IVR taxi booking solution. It also provided an industry-standard, network-based modular solution where automated IVR, speech recognition and text-to-speech work together using Voice over IP thus eliminating the need of specialized telephony hardware. The area code of the inbound caller drives playing a customized greeting and automatically routing calls to the right taxi company, maximizing revenue and minimizing time lost dealing with customers in non-serviceable areas.

Results

CabCall was able to develop their IVR system in house within a month thanks to VBVoice's integration with Microsoft® Visual Studio®. Accelerating the development cycle allowed CabCall to secure financing and pre-sign customers. The new booking solution has enabled CabCall to adopt a subscription-based model and to market their solution abroad.



CabCall specializes in developing high-quality, dependable booking and dispatching systems for taxi companies throughout Australia, New Zealand, Ireland, UK, UAE and the US. Founded in 1995, CabCall has evolved from a simple DTMF auto-booker to a complex Interactive Voice Response (IVR) based on caller id with a multitude of call handling scenarios.
www.cabcall.com.au



Established in 1994, Pronexus specializes in telephony, speech and database integration technologies. Our flagship product VBVoice IVR software enables developing feature-rich inbound and outbound IVR solutions that improve customer service and streamline internal processes. Thousands of companies all over the world use VBVoice in applications varying from auto-attendants to automated payments, fax applications, notifications, polls and surveys. Part of our business model is to provide customers flexibility to choose between developing an IVR application in house, leveraging Pronexus' Professional Services or buying a turn-key IVR application from one of our partners who have integrated VBVoice into their solutions.