

## Telnorm Enables Mexican University to Recruit New Students with Predictive Dialer Solution Based on Pronexus VBVoice

*Telnorm is a leading systems integrator with operations in Mexico and Colombia. When a Mexico City-based university wanted to replace its predictive dialer, Telnorm proposed a solution built with Pronexus VBVoice™ Interactive Voice Response (IVR) toolkit. “The client is very happy with the new predictive dialer which is robust and easy to use. For us, VBVoice enables building IVR solutions fast. This application was built in two weeks,” said Eduardo Gonzalez Garcia, Director of Development for Telnorm.*

### Problem

Telnorm’s client, a private university, increases awareness of its services and recruits new students by calling them. The university’s existing solution was expensive and didn’t give the university enough information on how its campaigns were performing.

### Solution

Working together with an infrastructure provider, Telnorm built a predictive dialer application for the university using VBVoice. The dialer allows the university to reach more potential students by eliminating manual dialing and by passing only live calls to the agents. “The application took only two weeks to build using VBVoice,” explained Mr. Gonzalez.

“Telnorm wants to use VBVoice as a platform for IVR solutions because of its versatility, dependability and ease of use which allow us to build better IVR solutions faster than with other tools.” Telnorm recently visited the Pronexus headquarters for an advanced training course and met the support and development teams.

### Results

Telnorm’s solution has been a great improvement for the university. “The system is stable and easy to use. In fact the client wants to expand the solution and add new features,” said Mr. Gonzalez.

Telnorm is currently working on several more complex IVR applications using VBVoice.



Founded in 1989, Telnorm is a leading enterprise systems integrator focusing on improving its clients’ customer service through development, design and implementation of advanced technology solutions. Headquartered in Mexico City, Telnorm has offices throughout Mexico and in Colombia.

[www.telnorm.com.mx](http://www.telnorm.com.mx)



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.