



Solutions

#### VoiceWeb Corporation

Success Through  
Excellence in  
Service & Content  
Management

#### Business Need

A scalable web-based helpdesk and service management solution offering configurable security, a centralized repository and low maintenance.

#### Chosen Solution

COIGN Enterprise, with Multi-Company and Survey Manager.

#### Key Requirements

- 100% web-based, compatible with a Linux and Oracle infrastructure
- Seamless Full-Service and Self-Service capabilities
- Track system and software incidents
- Flexible Service Level Agreements & email notification to meet partner contract needs

#### Achievements

- Substantial savings in planned costs and development time
- Client confidence and satisfaction
- Enhanced business intelligence via automation and integration
- Complete tracking of software issues and enhancements
- One-stop shopping for internal and external support

## Solution Case Study

**How does a company with a high-profile client base successfully manage helpdesk and customer support for a rapidly expanding product line?**

**By choosing "COIGN Enterprise" from CobbleSoft, a comprehensive software solution offering scalability and flexibility with world class features at an affordable price.**

Headquartered in Los Angeles, California USA, VoiceWeb Corporation is a pioneer of interactive telephony applications and proprietary voice technology platforms for the entertainment industry. A start-up company in the 1990's and survivor of the "Internet bubble", VoiceWeb has grown from revenue generating proof-of-concept applications to viable international partnerships.



**World-famous soccer clubs in the English Premier League are primary partners. The clubs use VoiceWeb's technology platform to offer their fan base such services as live match commentary, chat lines and club updates, all via a telephone network.**

Other partnerships have included services for US soap opera fans in conjunction with Soap Opera Digest, and a network for teens called "The Loup". The Loup operates in New York, Philadelphia and Los Angeles, and averages two million minutes usage per day.

As VoiceWeb began to establish partnerships, it quickly realized that the Microsoft® Access database used as a helpdesk repository was not going to scale or meet complex requirements.

#### Key Requirements – A Linux platform and meeting contractual obligations

VoiceWeb's primary requirement was to enable a 100% web-based helpdesk and service management product capable of running on an existing Linux infrastructure. The helpdesk needed to be able to log and track system and software incidents, and to provide FAQs and a "real-world" knowledge base that captured ticket / resolution information for future reference.

In developing a secure partner portal, VoiceWeb allowed authorized partner users to access real-time executive reporting, along with account and content management modules. The portal also mandated a self-service helpdesk component, requiring implementation of auto-notification and Service Level Agreement (SLA) capabilities to meet contractual obligations.

The solution had to meet key requirements:

- Self-service ticket submission, with SLAs, Partner tracking and update capabilities
- 100% web-based, compatible with a Linux and Oracle infrastructure
- Enable FAQ's, downloads for software patches, and a searchable knowledge base
- Centralized repository with security to distinguish between employees and Partners
- Ticket assignment, manual and/or automated, to anyone, including to Partners
- Feedback and survey capabilities to ensure partner satisfaction

Additionally, VoiceWeb had an extensive "wish list" of requirements:

- Integration with existing systems for auto-population of ticket data
- Integration of service management data to business intelligence
- Dynamic Application Program Interfaces (API's) for automated service & network alerts
- The ability to push updates and service alerts to a subscriber base
- The ability to attach and upload audio content for service network distribution

#### Evaluation results exceeded expectations

After extensive product research, VoiceWeb realized that COIGN Enterprise not only met its requirements, but offered additional functionality in areas they were considering for future systems development.

Within just a few days, VoiceWeb completed implementation, evaluated configuration and integration options, and moved to a production environment, including integration to the new partner portal.

The bonus in functionality came once VoiceWeb realized it could also use COIGN Enterprise to manage the distribution of audio content for Partner Service Networks.

Audio content is used for subscriber telephony channels such as news, horoscopes or topical information. Using customized, dynamic Ticket Types, COIGN enables Partners to upload audio files from the UK as multiple attachments to a ticket. Working with the integrated Workflow, and within SLA boundaries, audio tickets are automatically assigned to VoiceWeb's content manager. Following distribution to the partner network(s) servers, tickets are updated upon successful receipt of the audio, and partners notified via email that the new content is available.

#### **Short learning curve enabled aggressive deadlines**

With aggressive production deadlines, Michael Hennessy, Vice-President of Engineering, welcomed the short learning curve required by COIGN, saying COIGN offered his team intuitive process and navigation capabilities.

"Our Access database had severe limitations, and relied upon onerous manual procedures to ensure updates were captured and tickets completed. It obviously was not going to work for our new partnerships. The functionality that COIGN Enterprise offered for our product support and business process management solved many problems for us. It provides us with a comprehensive support environment that allows us to concentrate on the critical areas of our core business."

Anticipating a rapid return on the investment, Mr. Hennessy was extremely happy with the functionality, especially at the price point offered. "While we've probably already achieved our return in just a couple of months, it was more critical to the future success of our business that we implemented a solid solution with reliable and scalable performance. COIGN Enterprise has not disappointed us. In fact, it has exceeded our expectations. An enterprise solution priced at a level for our small business was a deal that just couldn't be matched."

#### **Unlimited Ticket and Field Definitions Ensure Accurate Business Processes**

VoiceWeb makes extensive use of the configurable ticket types and embedded Workflow functionality in COIGN Enterprise to enable timesavings, accuracy and prompt resolution. The wizard-driven process has allowed them to rapidly define highly-customized fields, many of which pull data in real-time from their existing metadata repository for auto-population in tickets.

Additionally, VoiceWeb operates an almost virtual helpdesk. Based upon the ticket type, all new tickets are immediately and automatically assigned to the most appropriate person within the company. The forward and reverse assignment capabilities, either manual or automated via Workflow, ensure that all issues and requests are handled efficiently. For example, Workflow defines that all software related tickets must be routed to QA from the development team before they can be closed.

Having taken advantage of the tailored reporting offered in the purchase price, VoiceWeb has since developed more extensive capabilities. Integrating current system status including open tickets into subscription-based emails for daily operational reporting was just a first step. Mr. Hennessy plans to integrate service management data into existing data warehousing to enhance his business intelligence offerings to executives.

VoiceWeb expects its demands of COIGN Enterprise to grow significantly in the future. In addition to implementing feedback surveys for partner satisfaction, independent product surveys will be used to solicit partner input for product feature enhancements. Mr. Hennessy also anticipates further customizing internal processes to fully automate the audio distribution process around the product.

#### **About CobbleSoft**

CobbleSoft International Ltd. is a privately held software development company headquartered in the beautiful Finger Lakes region of Western New York State. With COIGN Enterprise, CobbleSoft provides organizations with a comprehensive solution comprising helpdesk, service and business process management, enabling the rapid achievement of excellence in support.

[www.cobblesoft.com](http://www.cobblesoft.com)

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