

## The Issue

Are you operating a customer care centre? Are you providing help desk-related services? Do you run data collection programs where information collected is always changing?

Do you need to access information about products and services that are constantly changing? How do you administer and change all the questions and user prompts that are required to get the information you need?

Does the information you provide depend on how your customer answered your previous question?

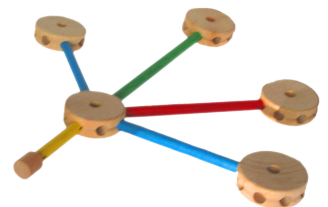
Do you need to extend a help desk service to 24/7 without incurring the associated costs?

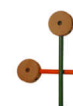
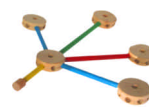
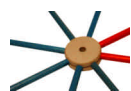
## The Solution

Call centre and help desk solutions and technologies are not new. The ability to create a form and collect information as part of a browser-based application is a simple task. However, if you are delivering services within an environment where information needs are always changing and you need to streamline your administration processes then you need qaBuilder.

qaBuilder is an engine that is used to support processes where information is assembled by asking simple questions and getting answers. Most importantly, qaBuilder provides an exceptional administrative technique to add new questions, create new decision points, add new products or services and provide current information that assists the data collection process.

qaBuilder is based on a proven and robust engine that has been extensively tested and refined within one of Canada's largest teleHealth call centres. As part of a coordinated customer relationship management strategy, qaBuilder can cost-effectively be integrated with other applications, systems or business processes.



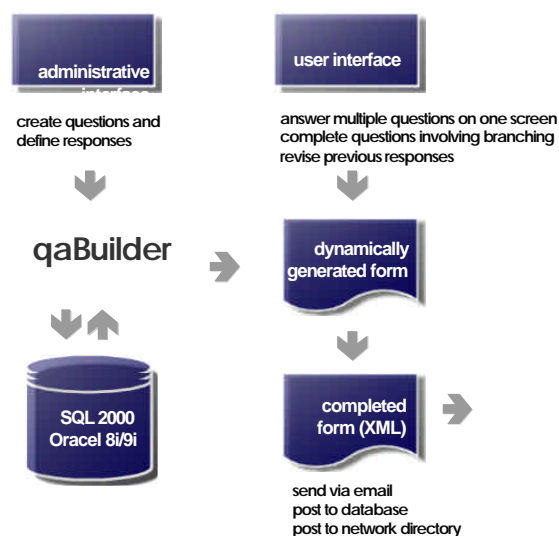


## Functionality, benefits and specifications

- Delivers the ability to quickly create surveys or questionnaires deployed as part of a browser-based solution.
- Can be integrated within an existing call centre or help desk environment.
- Supports complete "branching" where a question is based on the response given to a previous question.
- Includes a table-driven administrative component that facilitates management of all surveys and questionnaires.
- Manages surveys and questionnaires for multiple products and services.
- Enables the creation of forms for new products and services quickly and efficiently.
- Facilitates the review of previously entered sessions.
- Supports extensive reporting functionality based on specific administrative requirements.
- Allows administrators to simply create questions and define responses as simple free form text, date, number, yes/no, value ranges and pick from list of user-defined values.
- Generates an XML-based form that can be posted to an SQL 92 compliant database, emailed to a distribution list including emails provided within responses just captured on the form or be stored on a local network directory.
- Manages each user session as an individual XML document.
- Using the back browser button, users can change responses to previously asked questions.
- Can integrate other sources of knowledge including manuals and context-sensitive information.
- Is presented to an end-user within a simple interface.
- Provides fast startup and early benefits through use of an existing and proven product.
- Can be used with different search engines including Verity, Google and Microsoft Index Server.
- Extensive use of XML / XSL technologies.
- Minimal hard drive and RAM requirements.
- Can be deployed in a Unix or NT/Win2000-based environment.

## Process

- Allows administrators to simply create questions and define responses.
- Administrative interface is table driven to accommodate new products, services, questions, responses or support information.
- Question and responses are managed within either Oracle or SQL databases.
- Responses can be simply defined as simple free form text, value ranges, date, number, yes/no, and pick from list of user-defined values.
- Each user session is managed as an individual XML document.
- Generates an XML-based form that can be posted to an SQL 92 compliant database, emailed to a distribution list including emails provided within responses just captured on the form or be stored on a local network directory.
- Additional processes can be added to transform the completed responses to HTML documents, execute programs or communicate information across an enterprise.
- Can be integrated within existing call centre and help desk environments as a supplemental component to existing systems.



roBott

dbCrawler

srWriter

qaBuilder

vgMapper

*A construction set for enterprise application integration*