



Consumer Packaged Goods Company

Company Description

With annual revenue of nearly \$16 billion and 57,000 employees worldwide, this client is a global leader in the manufacturing and marketing of consumer, professional and health care products.

Application

Interactive Voice Response (IVR)

Key Business Challenge

The client wanted to air, over a two-week period, 150 television commercials for one of its consumer personal care brands. Viewers would be directed to dial a toll-free number or visit a Web site to request a free product sample and take a survey.

The key challenge facing the client was how to accurately capture the names and mailing addresses of callers, as well as their responses to the survey questions, without incurring the high cost of live telephone agents.

Parus Solution

A combination of speech recognition and phone number reverse look-up was employed to capture the name and address to which each product sample should be shipped. In addition, the application asked

callers several questions regarding their product sample preferences, brand awareness and product usage.

Both daily and weekly reports were provided to the client. The daily updates gave a high-level breakdown of the number and types of samples requested. Detailed information on each call, including the caller's name, address and responses to the survey questions, were provided in the weekly reports.

As most calls were expected within minutes of the airing of one of the nationally televised commercials, the application was designed to handle high-volume spikes in the call traffic.

Reason for Choosing Parus

This client chose Parus because of its ability to develop a process for gathering consumer contact information, in conjunction with administering a fully automated consumer product preference and opinion survey, without the need to employ and train costly live agents. The Integrated Services Creation Platform allowed Parus to configure and launch the application well within the client's aggressive timeframe.