OAISYS®
Web Services API

Leveraging Mobile Devices and Enterprise Business Applications

Expanding the Boundaries of Business Intelligence

In today's fast-paced business environment, companies and their employees are accustomed to accessing the critical information they need through a wide variety of software applications and devices. Leveraging those existing technology resources to create new integrations, such as allowing different applications to communicate with each other or enabling information retrieval via a mobile device, can deliver a substantial return on investment.

The OAISYS Web Services Application Programming Interface (API) allows key components of OAISYS voice documentation solutions to be accessed via other commonly used business applications, such as Microsoft Outlook®, Microsoft Dynamics® CRM and Microsoft SharePoint®. Additionally, the free OAISYS Web Services API creates the foundation for OAISYS Mobile Recall, an innovative feature allowing web access to recorded calls anytime, anywhere via a smartphone, PDA or other mobile device.

Web services refers to a group of evolving standards that allow applications to communicate with other applications—regardless of platform and application language differences—over the Internet. Essentially, Web services enable cross-platform, program-to-program communications, allowing organizations to focus more on building application infrastructures based on standards, rather than on proprietary technologies. OAISYS employs this API to help explore new avenues in the various ways our voice documentation solutions can be used throughout business organizations.

Voice Documents at Your Fingertips—Anytime, Anywhere

Businesses all over the world have discovered the overwhelming appeal of field mobility. With a mobile computer in hand that provides a real-time voice and data connection to the business, field sales and field service workers can be more efficient and effective, enabling enterprises to maximize the value and utilization of their field workforce.

OAISYS Mobile Recall is a groundbreaking new feature enhancement to the OAISYS Talkument® voice documentation and Tracer call center management software solutions. Now, with a mobile device such as an iPhone or Blackberry, users can access their recorded conversations stored on the central OAISYS recording repository. Via a simple search based on date, extension, phone number or other criteria of relevance to the user, specific calls can be retrieved and played back directly from the mobile device. Companies of all sizes can now obtain instant mobile access to one of their most important information assets, the content contained within phone-based interactions.

Any business with a mobile workforce can use OAISYS Mobile Recall to increase their overall efficiency by providing access to the information contained within documented phone conversations. For example, a repair technician for a HVAC company, faced with a dispute regarding the projected cost of service, can easily retrieve a conversation between the customer and the home office call center agent, all from the customer premises.

Regardless of the industry in which a business operates, when workers in the field lack access to the valuable information residing at the office, efficiency and customer service can suffer. OAISYS Mobile Recall provides a convenient on-the-go connection to OAISYS voice documentation solutions, eliminating the need for field workers to phone the office for simple information requests. With instant mobile access to documented phone-based interactions, companies can improve their customer service and data accuracy, minimize liability risk and maximize productivity.

Maximize the Value of Customer Interactions

Companies are increasingly faced with the challenges of winning new clients, while also retaining and growing their existing customer base. Failure to fully understand and effectively manage current customer relationships can have a direct effect on revenue streams and negatively impact customer retention efforts.

The OAISYS Web Services API can enable a new level of customizable insight into customer interactions by combining the benefits of OAISYS voice documentation with immediate access to comprehensive customer data. Utilizing a Web services link, Microsoft Dynamics CRM users can have better visibility into the interactions that shape the customer experience.

OAISYS integration with Microsoft CRM can trigger a Web services call to the OAISYS recording system, delivering of a list of all calls associated with a contact or account based on the specific phone number tied to that CRM record. The list of calls can appear directly within the Microsoft CRM application, with the information passed to an Inline Frame (IFRAME) viewable by clicking a "Recorded Calls" or similarly named tab on the contact or account record.

This integration presents many practical uses for any organization that regularly utilizes a CRM solution. For example, a manager responsible for the activities of a sales team can easily review the daily phone-based interactions that have occurred between employees and the company's most important accounts. Are cross-selling and up-selling opportunities being maximized during every call? If a dispute occurs, was it the result of miscommunication on the part of an employee, or did the customer provide incorrect information? With OAISYS Web services integration to CRM software, these types of questions can easily be answered.

Looking to stay up to date on the latest conversations that have occurred between your most important clients and your employees? Or, from a service perspective, want to receive an immediate notification if a conversation takes place regarding an urgent support ticket? Leveraging RSS (Really Simple Syndication), the most widely deployed Web service across the Internet, users can receive call recording data to their RSS aggregator, which is included functionality in Outlook 2007.

RSS feed functionality can also be used to deliver audio files via web syndication, known as podcasting. A call center manager can receive a podcast of desired calls that can be downloaded and listened to at their leisure on a number of devices, such as on a laptop, an iPod, iPhone or any mp3 device/player. Whether at the gym, on a plane or on the way to work, it's another way to maximize the utility and benefits of OAISYS solutions.

With the OAISYS Web Services API, the possibilities for how OAISYS voice documentation technology can be employed to improve everyday business processes are virtually limitless. By making OAISYS products more open and adaptive, the organizations we serve are better equipped to discover optimal uses for our innovative technology, creating a unique competitive advantage.

To learn more about OAISYS, Tracer and Talkument, please visit our website at www.oaisys.com or call 888.496.9040 today.

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