

Computer Telephony Provider Develops a Fast, Stable, Predictive Dialing Application With PIKA



Since its inception in 1993, Electronic Voice Services (EVS), a computer telephony and interactive voice response (IVR) software provider, has offered a range of auto-dialer, power dialer, fax broadcasting and auto-attendant applications to customers around the world.

With a robust product line featuring humorously-named applications such as “Foxy Fax”, “Rapid Rabbit”, “Octopus”, “Cheeta” and “Red Panda,” EVS wanted to make a splash with its newest product - the “Piranha Predictive Dialer.”

“We wanted to create a predictive dialer that was easy to install and to use,” recalls EVS President Richard Hardgrave. “While there are a lot of predictive dialers on the market, most are very complex to deal with.”

EVS also needed its new application to be fast. “Call centers use predictive dialers to automatically dial a group of phone numbers,” explains Hardgrave. “When a recipient answers, the dialer connects that caller to that particular recipient. The problem is that most predictive dialers have a long lag time - a recipient picks up the phone, says “hello,” but doesn’t hear anything for a few seconds. This gets people’s guards up because they suspect they’re being called by a telemarketer.”

Customer: Electronic Voice Services designs and sells interactive voice response (IVR) software, computer telephony hardware and computer telephony software to customers around the world.

Challenge: Launch a new predictive dialing application offering fast switching capabilities and simple operation and installation.

Solution: Standardize the new product on the PIKA platform using PIKA’s low density analog board (InLine), high density analog board (Daytona) and the Digital board (PrimeNet) technologies as well as Eurovoice.

Benefits: Electronic Voice Services has created one of the fastest and most reliable predictive dialers on the market. product without sacrificing features or quality.

Calling Up an Old Friend

In building its new predictive dialer, EVS wanted to look outside its traditional board supplier, Dialogic®, to see if there were other options available. “We use Dialogic boards in the majority of our products, but we wanted to try a new approach for this new application,” says Hardgrave. “So, we contacted PIKA Technologies.”

EVS had previously worked with PIKA to develop its “Mermaid” multi-line power dialer - an application it has since phased out of its product line due to law changes. “We’d been very happy with the relationship we’d established with PIKA through that project, and we remembered the quality of the boards and service we had received,” Hardgrave says.

PIKA introduced EVS to eurovoice®, a leading supplier of computer telephony and transactional web solutions in Europe. “We’ve had a great relationship with eurovoice and are using them as the development platform for our new products,” Hardgrave explains. “eurovoice supports the PIKA platform, so we knew that we would be able to try the PIKA boards and test their performance in the new product.”

Testing the Waters

While evaluating the PIKA platform using eurovoice®, EVS discovered that it offered the simpler installation and maintenance features EVS was looking for. “It’s very easy to install and deal with PIKA drivers,” says Hardgrave. “We also found that we could use single boards as opposed to the multiple boards we would have to use with Dialogic.”

Hardgrave was also pleased with the attention he received from PIKA. “We soon remembered why we’d liked working with PIKA. Many providers could care less about working with you, but PIKA is always extremely responsive and helpful.” **Attacking the Competition**

EVS decided to standardize the Piranha dialer on the PIKA platform and has been impressed with its performance in the field. “We believe that we have the fastest predictive dialer out there,” says Hardgrave. “And that’s due in large part to PIKA.”

EVS also feels it has met its goal of offering an easy-to-install application. “Our customers and resellers rave about Piranha’s performance, stability and simplicity,” Hardgrave says. “We aren’t seeing the installation problems we normally run into when using applications from other vendors.”

To build on the success of the Piranha product, EVS plans to incorporate the PIKA platform into all of its other telephony applications that use Dialogic. “We’re currently working on migrating our Octopus auto dialer product to the PIKA platform for use with up to 288 lines,” Hardgrave explains. “We think it will only improve the performance and stability of one of our most popular applications and we’re excited about continuing the strong relationship we’ve renewed with PIKA.”

About PIKA Technologies

PIKA Technologies designs and manufactures computer plug in voice cards and software that connect a computer system to both TDM- and IP-based networks to provide advanced voice services. For almost two decades PIKA Technologies has been serving companies around the world that require voice cards to design sophisticated phone services for recording systems, voice services applications, and PC-PBX systems. The company has built a reputation for delivering innovative products and exceptional technical support by working closely with its customers. Headquartered in Ottawa, ON, Canada, the company has ranked in The Branham300, an authoritative ranking of successful Canadian high tech firms, for five consecutive years. Visit www.pikatechnologies.com or call +1-613-591-1555 for more information.

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