The v-Answer product

Background

Most operations, whether supporting product or service driven enterprises depend on an active engagement with both internal as well as external customers.

External customers, those who purchase their products or services, rely on these enterprises to serve them answers to questions that they might have about their purchase, the terms of agreement, the functioning of the product and the reliability of the service etc.

Internal customers, like your sales staff, your factory workers, your technicians also need to refer to company compensation policy, leave policy, benefits, ethics policy etc so that they are informed at every step of their engagement with the company.

FAQs served in different forms is the common solution.

Emergence of ICT as an automation enabling tool- focus on FAQs

FAQs are usually served in one of the following ways

> Option 1- Booklets
> Option 2- Online/Internet/Intranet
> Option 3- Call centers

While booklets are the more traditional method to create a "ready reckoner" accessible to the reader, it is not practical since the questions and their corresponding answers change with time, and very rapidly in a fast changing business environment.

The online/internet/intranet based FAQ system is dependent on how fast the content writers can update content based on the fast changing business eco-system, fast evolving customers needs etc and is therefore just as updated as the capacity of the content team.

Call centers are people centric- despite the best of training, technical and non technical, the call center executive can be expected to err in judgment and give the wrong answer to the caller.
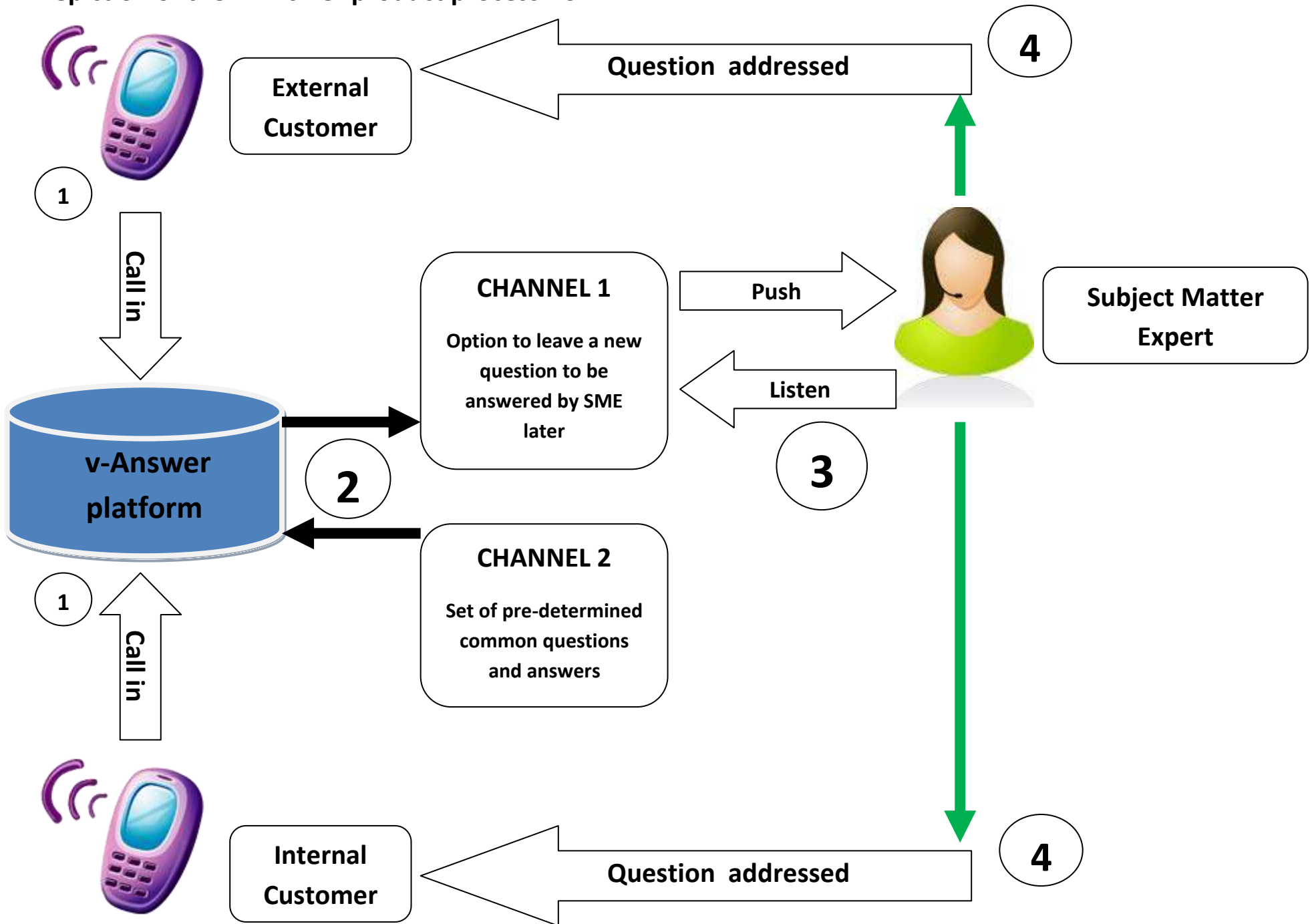
The options that are deployed on ICT platforms are Options 2 and 3.

Another innovative, cost effective and impactful, ICT based solution exists- and GramVaani has a suitable platform to deploy such a solution.

Typical resources deployed for a full fledged, FAQ automation solution by GramVaani

- Technology development and deployment
- Technology management
- Technology support
- Telephone line

Depiction of the v-Answer product process flow

External Customer

4 Question addressed

1 Call in

CHANNEL 1

Option to leave a new question to be answered by SME later

Push → Subject Matter Expert

Listen

3

v-Answer platform

2

CHANNEL 2

Set of pre-determined common questions and answers

1 Call in

Internal Customer

4 Question addressed

v-Answer offer for setting up a dedicated FAQ solution

- Voice based technology – Ready for deployment
- Customizable as per client's scope of work
- Web interface possible to aggregate customer calls ins.
- 24X7 technology support.
- Technology training.
- Technology hosting.

The commercials

Cost head	Cost description	Cost implication
1	Technology installation and software management	50,000 (One time only)
2	Technology hosting charges**	On Actual
3	Technology training charge	15,000 per module per resource + travel expenses on actual*
4	Technology support charges	FREE

*As per GramVaani policy

**Call in to system will be borne by client or the customer, Patching call ins to be charged to client on actual @ 2.50 per minute.

v-Answer platform unique features

- The set of questions and their corresponding answers can be changed as many times by the client to reflect the business and customers requirements.
- An active repository of customer's questions can be maintained and served to the client as audio files.
- Customer callers data can be collected and served to the client.
- Robust platform, multiple application tool- Works across multiple verticals

| Large corporate | Small and medium enterprises | Social enterprises | Government | Multilateral | Non profits |