

# Chain Drugstore Daily

An Independent Publication Not Affiliated with NACDS

August 12-14, 2007

User Communications Group

Boston

## TELEMANAGER TECHNOLOGIES' FLEXIBLE APPROACH HELPS CHAINS UPGRADE THEIR IVR

New and improved IVR functionality provided by TeleManager Technologies, Inc., is causing many chains to weigh the benefits of replacing their current IVR. Because TeleManager has two separate, yet compatible IVR platforms, many chains are finding they can mix and match functions to create an IVR network that meets the specific needs of all their locations.

Utilizing patented technology, TeleManager provides the industry's only outsourced or *On-Demand IVR*. Calls placed to the pharmacy during normal business hours are answered as usual. But, if for any reason the phone is not answered, or all the lines are busy, calls are routed to the outsourced IVR and then sent back to the pharmacy for processing. The On-Demand service also provides a toll-free number patients and prescribers can choose to call at any time.

All this is done at costs so minimal that any pharmacy can benefit.

At the next level, TeleManager's On-Demand service provides software that fully integrates with the chain's pharmacy management system. Calls going into the outsourced IVR are routed back to the pharmacy over a secure Internet connection. The On-Demand IVR interacts with the caller and the chain's pharmacy system to provide real time IVR functionality. On-Demand IVR provides a pharmacy with the benefits of an in-store IVR while keeping acquisition costs well below the typical capital expenditure threshold.

Refill TeleManager is a full featured in-store system that resides in the pharmacy and is physically connected to the pharmacy management and telephone systems. Longtime Refill TeleManager users praise the system's reliability and

ease of use, along with TeleManager's Windows-based management and customization tools.

Because the software and voice prompts for both TeleManager's On-Demand and in-store IVR's are the same, chains can mix and match from both platforms to meet the needs of locations with different prescription volumes. This helps to maximize ROI because low volume pharmacies can subscribe to the pay-per-use On-Demand service while higher volume locations can fix their costs by purchasing the in-store system. Also, both TeleManager IVR platforms are capable of supporting outbound compliance and will call bin calling, adding even more value to the system.

High volume pharmacies with limited phone lines can eliminate busy signals by installing TeleManager's OverflowManager. Built on the same patented technology as the On-Demand IVR, OverflowManager answers calls that would otherwise get a busy signal due to peak-time call volume. These calls are routed to the outsourced IVR service where they are handled as if they had been answered in the store. This service

ensures uninterrupted service and eliminates the need to add extra phone lines. It also works with any brand IVR the pharmacy may already own.

Providing chains with the ability to utilize any of TeleManager's products is the next generation of TeleManagerCentral IVR. This dramatically improved product allows pharmacy and IT personnel to manage all IVR functions from one central location. Because of its advanced design features and scalability, TeleManagerCentral greatly reduces the total investment for a chain and provides additional savings in IT support and maintenance costs. Once installed, other TeleManager features such as Speech Enabled IVR, Targeted Health Messaging, SpeechRx and multiple language capability can be cost effectively added. When this is done, the chain will be in a position to provide a better work environment for their professional staff, enhanced customer service and to implement features that improve compliance and build sales.

For more information from TeleManager, stop by booth 948.