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DUE TO COSTS: MUNICIPALITIES ARE CUTTING BACK ON SERVICES

Communication problems lead a municipality to search for a solution

With calling costs over \$4 per call, and the diversity of their clients requiring multi-lingual resources, a municipality needed a solution to replace their current utility bill payment method. With ever-increasing budget cuts, the municipality also had to consider a hiring freeze, reduction of service hours, along with the continued growth of both the population and call related services.

The municipality wanted to enhance citizen engagement by integrating their iVR platform into an overall enterprise platform. The overall goal was to streamline the business processes that directly impact the citizen from a multi-modal perspective, inclusive of: landline, mobile phone, website, email, text, and ever growing use of smartphone applications. This goal seemed out of reach, and in addition- How would someone manage disparate systems to establish a single point of contact for the user?

Hearing of the issue, GetABBY engineered an application that resolved the current iVR service related issues, managed the need for future 311-call center related services, and began the call-deflection services that citizens are demanding. ABBY also provided a single point of contact for the citizen and municipality.

According to the municipality, "It previously cost us \$4.71 for an employee call. With ABBY it costs us less than 75 cents and improves service- not to mention everyone is handled immediately. This also allows us to increase our service levels without adding new salaries and cost, while maintaining our current staffing levels for other needed roles." ABBY is now taking calls, directing them through the speed pay services, providing account balances, and answering other FAQ's. The municipality's ROI will be measured in months not years.

GetABBY is a leading provider of artificially intelligent, natural language, enhanced Interactive Voice Response (e-iVR) solutions. GetABBY enables municipalities of all sizes to quickly deploy powerful telephony applications. Everyday customers turn to ABBY's patented suite of multi-modal applications to enhance customer experience. ABBY uses intelligent speech recognition that can automate various multi modal based interactions with its citizens. With an innovative Internet-based solution (that requires no investment in hardware, software, or human resources) ABBY balances the need for high quality communications with affordable solution based applications.

"Isn't it time for you to Get ABBY"?
