

## Case Study



### IVR & Enhanced Self-Service

## Edge Information Management Deploys Pre-Employment Screening Services on Envoy 6



#### The Challenge

To win a large retail client, Edge Information Management, a leading provider of pre-employment and drug screening related services, needed to customize their IVR solution to better fit with the company's existing HR business model. When they found their existing Pronexus solution could not be easily upgraded to accommodate the change, Edge evaluated a number of open, standards-based platforms to see if any could provide the flexibility they needed to meet this customer's needs. At the end of the evaluation process, they chose the Envoy 6 Communications Development Platform for its powerful development capabilities as well as its ability to leverage existing investments in hardware, software and solution development, while providing a smooth migration path to emerging technologies and standards.

"After careful consideration, we chose to partner with Envoy Worldwide and replace our outdated Pronexus IVR system," said Dave Bodenheimer, VP Engineering, at Edge Information Management. "With Envoy, we gained an open, standards-based solution that allows us to re-use much of our existing infrastructure and ensures for a rapid return on our investment."

#### The Solution

IVR solutions are a critical component in Edge's overall ability to help companies make smarter hiring decisions. Edge offers IVR solutions for initiating background checks and scheduling drug tests, and accessing results. These phone-based services are especially important for field managers looking to set-up a new location,

Key features of the Envoy Communications Development Platform include:

Rapid application development capabilities that ensure time-to-market advantages

Powerful management utilities that significantly reduce the time and cost of administrating large-scale installations

An embedded VoiceXML browser

Tight integration with best-in-class telephony and speech products (Intel, ScanSoft, Nuance, etc...)

The ability to snap right into diverse telephony, data, Web services and back office environments

A clear and easy migration path to emerging standards and new technologies (speech, VoiceXML, host media processing, VoIP, SS7, SALT, and Web services, among others)

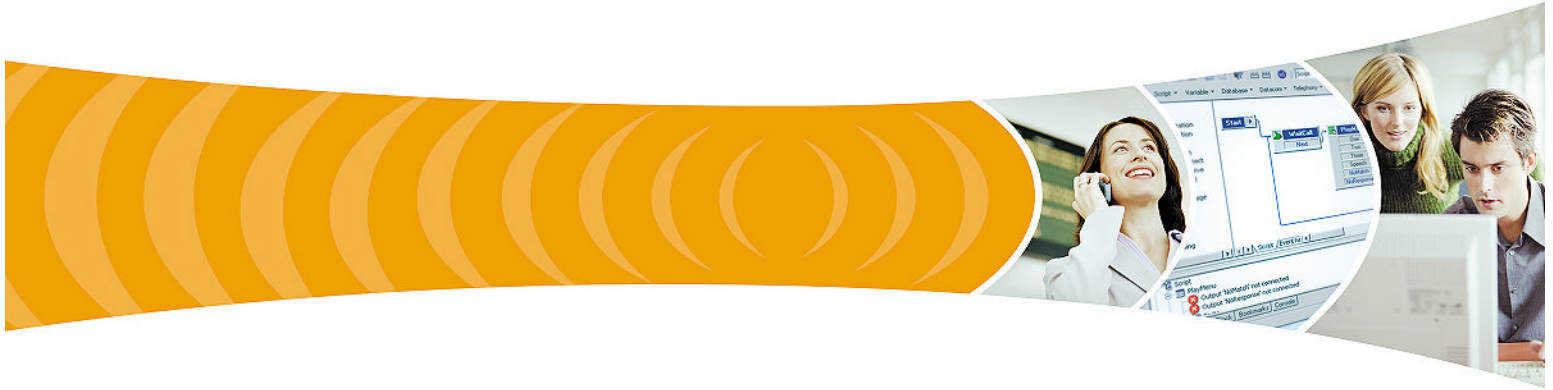
Outstanding price/performance and significant ROI



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retailers that choose not to maintain Internet connections at each store and on-the-go managers that need anywhere/anytime service. Edge also offers phone-based exit interview surveys, which are universally accessible and easy-to-use. By eliminating data entry work, customers using this service can quickly obtain a better overall picture of working conditions, employee relations and corporate HR policies.

### The Results

With Envox 6, Edge was able to quickly create the exact solution the retailer needed and won the business.

Further, they migrated all their existing IVR solutions to the Envox platform for more flexibility going forward. As part of this process, Edge was able to redesign their voice user interface to improve usability. These applications were created with Envox 6 Studio, the platform's advanced graphical development environment, and then integrated with a wide range of data sources, Web applications and fax systems. The Envox support team worked closely with Edge and the entire project took just 60 days.

Also, Edge leveraged their investment in Envox 6 and launched a new revenue-generating business focused on developing and hosting IVR and voice solutions for partners in allied fields, such as admission testing products. Their first client, SecurTest, Inc., requested an admissions testing solution for pre-screening potential employees. Edge developed an IVR-based survey solution people call into and answer questions about their background and experience. The information is then tabulated and delivered to the managers making hiring decisions.

"From a development perspective, Envox 6 is an excellent choice," said Bodenheimer. "Compared with our previous system, Envox 6 eliminated much of the programming work needed to build an IVR solution. They are also making it easy for us to evaluate the impact of new technologies such as speech. With Envox 6, we're better positioned to respond to future customer requests."

### About Edge Information Management Inc.

Edge Information Management, Inc. was registered as a Florida corporation in January 1991, by a group of professionals with backgrounds including business, information technology, and private investigations. From the beginning, Edge has been helping employers make confident hiring decisions quickly, by providing accurate background information at cost-effective rates. They accomplish this by listening to each customer's specific requirements and then correctly combining new technologies to deliver mutually identified solutions. Personalized customer service ensures close communication during the discovery and implementation phases and sets the stage for the long-term service-based relationship that follows.



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