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**Businesses Find Unique Applications for Optivon's Service Dispatch,  
Saving Money and Increasing Customer Service**

Orlando, Fla. (December 15, 2004) – Service Dispatch, one of the services included in Optivon's Advanced Call Management<sup>SM</sup> suite, continues to surprise its creators with the diverse ways in which it is being used.

Service Dispatch enables users to respond to service requests 24 hours a day. Like other components of the Advanced Call Management suite, Service Dispatch combines Optivon's expertise in personally assisted calls with unified communications and a Voice over Internet Protocol platform.

"It's not just mobile service technicians who are using this service. Every day, agents are telling us about their business customers who need close monitoring of customer service events. In most of these cases, Service Dispatch offers an ideal solution," said Steve Safley, vice president of agent channel sales at Optivon.

Safley cited healthcare providers as a case in point. Unlike large hospitals, most healthcare providers cannot afford around-the-clock staffing for callers.

"One of our customers is an eye laser center that uses Optivon's Service Dispatch as an around-the-clock inbound call center for sales queries, appointments and customer service," said Safley. "The center's published phone number connects to Optivon, where agents can process inquiries from advertisements, schedule new customer appointments and answer basic questions.

"If a recent patient calls with a concern, such as excessive tearing, the Optivon agent can perform preliminary screening and open an online service request for immediate follow-up by the on-duty doctor or nurse," continued Safley. "These service requests are sent to the pager, cell phone and e-mail address of the doctor or nurse on duty. If no one responds, Optivon's system will activate an automatic escalation process."

Bottom line, by using Optivon's Service Dispatch, the eye laser center can capture sales leads, schedule appointments and respond to patients 24 hours a day for the cost of a conventional 8-hour answering service.

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## **OPTIVON SERVICE DISPATCH/2**

Optivon's suite of services includes Unified Communications, Personal Agent, Service Dispatch, Remote Receptionist, Contact Center along with IP Centrex and IP Trunking. All are enabled through Web-based portals using a voice over IP platform. Service dispatch features a comprehensive service ticket reporting system, and contact center includes a sophisticated customer relationship management system.

For more information on partnering with Optivon, agents should visit [www.optivon.com/agent](http://www.optivon.com/agent) or call toll-free 1-866-896-4526. Those interested in subscribing to or learning more about Optivon's Advanced Call Management services should visit [www.optivon.com](http://www.optivon.com) or call toll-free 1-866-503-2626.

### **About Optivon**

Headquartered in Orlando, Fla., Optivon is the first company to provide businesses of all sizes with comprehensive telecommunications offerings that combine IP-enabled services and on-demand professional call agents to solve business needs. Optivon's Advanced Call Management<sup>SM</sup> suite of services includes Unified Communications, Personal Agent, Service Dispatch, Remote Receptionist, Contact Center, IP Centrex and IP Trunking. Available through agents, service providers and carriers these Optivon offerings are proven to help business customers increase revenues, improve productivity and save up to 40 percent in telecommunications costs. Visit [www.optivon.com/agent](http://www.optivon.com/agent) or call toll-free 1-866-896-4526 for more information.

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