MetroScript

MetroScript, Inc. is a Transcription Application Service Provider (TASP). Transcription customers around the globe use our services and software as a secure, web-based means of transferring audio dictations and transcription documents. MetroScript also provides toll-free phone-in dictation.

MetroScript Switches to Plum Voice for More Reliable Service

MetroScript turned to Plum Voice to provide a secure and reliable IVR platform that facilitated the company's voice dictation and recording needs. Plum's DEV platform provided MetroScript the flexibility to build and deploy a custom IVR application that scaled as the company grew, allowing MetroScript to remain competitive in a booming industry.

MetroScript is a Software as a Service (SaaS) provider that primarily caters to the healthcare and legal industries. The company's workflow application manages the full life cycle from dictation and transcription to quality assurance and document delivery. Transcription customers around the globe use the application as a secure, web-based means of transferring audio dictations and transcription documents.

The Problem

The MetroScript team takes service quality seriously. When concerns emerged over dropped calls with their first IVR provider, company founder Charlie Pasquine began to look for an alternative provider. "The dropped calls were affecting the integrity of our business," said Pasquine.

In 2006, when Pasquine launched this search, Plum Voice was one of a small number of companies offering custom IVR solutions. One of Pasquine's colleagues at another company was already a Plum Voice customer, and provided a positive reference. Plum sweetened the deal with additional incentives and better pricing than the competition.

The Solution

Using the Plum DEV platform, MetroScript built an IVR application to perform audio collection for transcription purposes. Using a toll-free number, callers dictate messages over the phone and the audio is captured as a WAV file. MetroScript then transfers the WAV file(s) to transcriptionists, who transcribe the files and save text documents. The completed transcriptions are then made available to customers via MetroScript's secure web portal.

Once MetroScript got its Plum Voice IVR application up and running, the company realized how much control the DEV platform provided. Pasquine praised the platform's VoiceXML architecture which allowed them to build and host their application on their own servers. This made the application easier to manage because it lived in an environment that the company's developers were familiar with.

As new problems emerged for MetroScript, Pasquine noted that Plum's support team was always at the ready to help build custom solutions. For example, when web service errors occurred during recording, entire audio files could be lost. Plum created a custom feature for MetroScript to mitigate

> "The way that you can develop these custom apps on top of the Plum platform and turn them on and off, the way it's architected, the flexibility, and the customer service, sets Plum apart from the competition."

Charlie Pasquine, *President & CEO, MetroScript*

web service errors that enabled the application to salvage these recordings.

The Results

The switch to Plum Voice proved an advantageous one for MetroScript. The company and the transcription industry experienced a period for significant growth shortly after the switch to Plum, and Plum's technology and pricing allowed MetroScript to remain competitive during that boom.

As MetroScript's phone volume increased, Plum's platform automatically scaled to meet the demand. According to Pasquine, the Plum technology and infrastructure has "always surpassed our needs, and supported the required bandwidth at all times." This scalability speaks to the DEV platform's reliability and stability, but so too does the VoiceXML architecture.

MetroScript is a company that has grown with Plum Voice, and therefore Pasquine has amassed perspective on the company's strengths. Pasquine strongly complimented Plum's commitment to customer service. "The customer service is pretty darn good," he said. "They never abandon us. The customer service has always been a positive feature. Over the years as Plum matured as a company, in terms of infrastructure, platform, and stability, their account reps became a huge asset. They were able to interface with developers, nurture the customer relationship, and really made a difference in terms of customer service."

Plum Voice makes interactive voice response (IVR) more effective, providing organizations with the tools and control they need to develop, measure and improve voice applications for great caller experiences, improved contact center ROI and lower overall customer service costs.

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