



## From the RX pad of the **IVR Doctors**



*Specializing in*  
**Automated Phone System  
Diagnostics & Optimization**

## **2010 IVR/ASR Energy Utility Benchmark Report**

The IVR Doctors and **Market Strategies International** are pleased to announce the Sixth Annual IVR/ASR Benchmark Report for energy utilities. The annual report, for release in May, will continue our long-standing collaboration on automated phone system usability, research and consulting. (Market Strategies International also has a usability practice with extensive experience in Web site usability, across industries. See [www.marketstrategies.com](http://www.marketstrategies.com).)

You will see some exciting, new differences in this year's report:



- ★ *Energy utilities (gas only, electric only or combination) may **request inclusion\*** in the 2010 benchmark study.*
- ★ *The report will be expanded to include at least 60 energy utilities, including both investor owned utilities (IOUs) and municipally-owned utilities (Munis).*
- ★ *Winners will be announced in several new categories, including best system using touchtone and best system using speech. We'll continue to recognize the best system Overall, and those best in Functionality, Usability and Aesthetics.*
- ★ *All winners will receive our first annual IVR Doctors' "Gold Stethoscope" awards.*

\*Although neither advanced subscription nor a request for inclusion is required to be in the 2010 Benchmark Report, you can make sure that your company is in the report. Simply request your company's no obligation inclusion in the benchmark study by sending an e-mail to us at: [peterandmark@ivrdoctors.com](mailto:peterandmark@ivrdoctors.com).

Companies requesting inclusion will also receive **additional benefits**:

- **Advance notice of your company's Overall benchmark ranking and quartile.** (Detailed company and comparative results, plus a free teleconference consultation with the IVR Doctors, will be provided **only** to companies that buy the report.)
- **A \$500 discount** on the \$1,995 post-publication price for all report orders received and paid before the May 2010 publication date. (So you pay only \$1,495!)

**MARKETSTRATEGIES**  
INTERNATIONAL

**Peter Brandt**  
[peter@ivrdoctors.com](mailto:peter@ivrdoctors.com)  
843.849.7856

**IVR Doctors**  
[www.ivrdoctors.com](http://www.ivrdoctors.com)

**Mark Camack**  
[mark@ivrdoctors.com](mailto:mark@ivrdoctors.com)  
503.449.5940