

# OneVoice® Success Story

## *InterVoice-Brite Call Automation System Aids Dairy Farmers In New Zealand*

### Introduction

When asked for an example of high-tech information management, milk cows aren't exactly the first things that come to mind – not unless you're a New Zealand dairy farmer, anyway.

Thanks to InterVoice-Brite's technology, nearly 8,000 dairy farmers in New Zealand are using interactive voice response systems to get timely reports on the quality of the milk produced by their livestock. The system, which was co-developed with Telecom New Zealand, enables the farmers to access results from a range of daily quality control tests. Timely access to bacteriological data and other information is helping farmers to identify sanitation problems early, avoiding costly shutdowns.

The New Zealand Dairy Group (NZDG), a farmer-owned cooperative, conducts safety tests for more than 7,800 members whose farms produce more than 37 million liters of milk per day. The vast majority of daily tests conducted by the group find high quality milk. But when a test finds quality is at risk or deteriorating, it is critical to quickly inform farmers so they can take immediate corrective action.

### The Situation

For several years, the dairy group used an automated system that took an average of two days to notify farmers when their milk quality was downgraded.

"We had a talking computer system that sounded like a computer. It delivered information slowly and was not very user friendly," Steve Nelson, NZDG Supplier Services Manager explained. "Moving to the IVR from InterVoice-Brite and Telecom New Zealand gave us the opportunity to provide an enormous amount of flexibility to benefit our suppliers."

Giving out milk testing numbers over the phone was simple enough, but the group wanted to do more. They wanted to give their members management information they could use to improve operations.

### The Solution

New Zealand Dairy Group worked with Telecom New Zealand to install InterVoice-Brite's OneVoice Platform, which offers an interactive information source for farmers to check their statistics in real-time. Farmers can call for test results from the previous day, week or month, with information such as how many liters were taken in the last test and the sample's bacteria, fat and protein content. The system, dubbed AnchorLine Express, extracts the information from a dairy group database and delivers it to farmers via telephone, fax or Internet connections. Farmers can use the information to spot trends that may alert them to flaws in cleaning techniques or other processes.



**World Headquarters**

17811 Waterview Parkway  
Dallas, Texas USA 75252  
Tel (U.S.): 1 800 700 0122  
Tel (Int'l): +1 (0) 972 454 8000

**[www.intervoice-brite.com](http://www.intervoice-brite.com)**

To locate the office nearest you,  
please visit our Website or call  
World Headquarters.

*InterVoice-Brite is an ISO-9001  
certified company.*

**InterVoice-Brite/New Zealand  
Dairy Group**

In addition, an outdial feature automatically informs suppliers within 12 hours if their milk is suspect – within three hours if the farmer requests a fax.

An additional advantage of the fax notification is that it offers more than the most recent results of the latest test. The system also sends the previous 20 tests so farmers can view comprehensive records of all of their milk production and quality records for the past 20 days.

This is the kind of information that enables the farmer to look for trends. It is also valuable if farmers are getting outside assistance. Consultants hired to inspect plant operations can use these kinds of records as a “snapshot” of the plant’s performance. Most farmers are taking advantage of this option so they can track their results from day to day.

**Results**

Since the system was implemented, feedback has been positive from both farmers and other dairy groups around the world.

“Our audience for this system is often dreadfully suspicious of computers and technology,” Colin Corney, AnchorLine Express administrator, said. “Yet these farmers who are traditionally technophobic have become avid users of this IVR system.”

Corney says features such as a “help” option with online training provide additional support to put users at ease.

“Our suppliers are using the system to obtain information more frequently,” NZDG’s Nelson said. “Since we’ve added the system, calls to the automated system have greatly increased, which shows that we are both satisfying a demand and alleviating previous frustration so that our suppliers can get the information they need in a timely fashion.”

The system currently handles more than 11,000 calls in a busy month – nearly triple the number of calls received by the old system. Even though it is not a source of revenue for NZDG, the organization feels it is an indispensable tool to better serve the farmers who are its lifeblood.

The New Zealand Dairy Group provides just one example of how the OneVoice Platform from InterVoice-Brite can improve customer satisfaction and increase efficiency. For more information, contact your sales representative or the InterVoice-Brite office nearest you.