



FOR IMMEDIATE RELEASE

## Vocantas reports Interactive Voice Response System preferred by Canadian Vehicle Survey participants

*Vocantas Inc. partners with Globis Data Inc. to enable improvements in data collection for Transport Canada's Canadian Vehicle Survey*

OTTAWA, ON, CANADA - July 23, 2008 - Vocantas Inc., recognized for its advanced Interactive Voice Response Systems (IVRS), has successfully completed an initial phase of work with Globis Data Inc. on an important data collection project for Transport Canada. The objective of the project was to demonstrate the effectiveness of data collection for the Canadian Vehicle Survey (CVS) using Vocantas IVRS for data entry at the start of a trip, and Globis Data's assisted-GPS cell phone tracking to determine the route, distance travelled, etc.

Transport Canada has been conducting Canadian Vehicle Surveys since 1999 to understand developments in national vehicle use, to improve road safety, monitor fuel consumption and deal with the impact of vehicle usage on the environment.

"We needed a more effective and reliable method to increase our response rates and analyze the data," said Bob Leore, A/Chief, Surface and Marine Statistics, Forecasts and Analysis, Transport Canada. "The paper surveys we use are not always completed and are time consuming to compile and evaluate."

The trial participants could respond to questions from the Vocantas solution using voice response or a keypad; they had an overwhelming preference for the Vocantas interactive voice response system. During the study, the advanced IVRS ensured more accurate data collection than manual entry and provided the project evaluators with detailed daily reports of the caller's ID and phone number, their trip start date, time and purpose, the number of passengers as well as the trip end date and time. Access to this level of statistical information also enables a variety of analysis options for benchmarking and trending with minimal effort.

"Vocantas has helped many clients who wanted to improve their response rates and avoid the expensive and lengthy process of paper surveys," said Gary Hannah, President and CEO of Vocantas. "Our solutions have proven to address these issues for a wide range of verticals to provide efficient, timely access to statistics through easy-to-view reports. Clients that use this technology for customer or patient satisfaction surveys have commented on the positive impact that this approach has had in the number and quality of their responses."

Globis Data combined its real-time traffic information services with Vocantas' IVRS to create an ideal solution for Transport Canada.

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“We selected Vocantas because we knew from past projects that they had the expertise to integrate their IVRS with our technology and the experience to structure effective questions that would ensure measurable responses,” said Barrie Kirk, president of Globis Data. “It was essential that the collection of data was streamlined for both the participants and those analyzing the data.”

#### **About Vocantas**

Vocantas is a developer of interactive voice response systems (IVRS) that use advanced computer telephony and speech technology to provide its customers with cost-effective customer outreach solutions. The company's easy-to-use, turn-key solutions offer customizable core features and optional enhancements that integrate seamlessly with existing systems. Its products have particular application in the healthcare, education, utilities and customer service environments where they have been proven to increase efficiencies while minimizing operational costs. For more information, please visit [www.vocantas.com](http://www.vocantas.com).

#### **About Globis Data**

Globis Data provides a growing range of real-time traffic information services that positions the company as Canada's primary source for traveller information. Globis has developed the world's most accurate system for measuring traffic speed using cell-phones as traffic probes. For more information about Globis Data, please visit: [www.globisdata.ca](http://www.globisdata.ca).

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