

Hoops Program Scores Big with Omega-Voice VMI

For the National Curriculum and Training Institute (NCTI), basketball is more than just fun and games. An education and life skills training company, NCTI teamed up with the Phoenix Suns and created the non-profit Suns Nite Hoops program for troubled young men. Program participants play in an organized basketball league, but in exchange are required to attend on-site educational and personal development workshops provided by NCTI facilitators.

To keep participants connected to the program, Suns Nite Hoops remains accessible to provide support through Iwatsu's Omega-Voice VMI voice mail system. Callers are greeted with customized messages, provided user-friendly menu options and are efficiently routed to the proper extensions or voice mailboxes for assistance with program registration, sponsorships, or general information.

And as program managers have the ability to customize automated greetings based on time of day, after hours callers are provided the information they need and can be routed to any voice mailbox.

"Omega-Voice VMI capabilities have been a tremendous benefit. It has allowed us to provide the participants access to the program 24 hours a day.

Many participants work during the day and are unable to call during business hours, but Omega-Voice VMI allows them to control when they get the information they need," says Gary Bushkin, President of NCTI and Executive Director of Suns Nite Hoops.

Suns Nite Hoops program managers also have the flexibility of remotely changing and customizing the automated attendant greetings and call routing anytime, which is especially useful in keeping callers updated on important announcements or sudden changes in league events.

As a non-profit organization, the Suns Nite Hoops program receives support and contributions from such influential sponsors as the Phoenix Suns, Nike, Cox Communications and the Arizona Republic. With Omega-Voice VMI, Suns Nite Hoops can ensure that its current and potential sponsors are provided a direct and efficient way to contact the proper personnel regarding sponsorship information.

With the Omega-Voice VMI voice mail system, Suns Nite Hoops is able to maximize overall efficiency in program operations, enhance connectivity with participants, and continually strengthen program development and success.