

Reviewing the Performance of ORMA's Voice Response System for Automated Business Permit Information: Integrating Technical, Cost-Based, and Customer-Oriented Evaluations of System Performance

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Mark Giguere, Stephen Hyde, Kristine L. Kelly, Soonhee Kim, Mohammed Mojtahedzadeh, John Rohrbaugh

This report presents the results of the Center for Technology in Government's formal efforts to evaluate a New York State Office of Regulatory and Management Assistance (ORMA) prototype voice response system for automated business permit information.

This report has four specific objectives: (1) to review the original research objectives of the ORMA project as it was proposed by ORMA; (2) to document how those original and rather narrowly focused research objectives were eventually expanded to include a broader set of questions; (3) to summarize a multi-method research approach that has been used by CTG to evaluate this entire project; and (4) to present answers to each of the research questions posed. These answers draw from threads of investigation taken from the several methods that tested the overall research approach.