

# EXHIBIT "A"

**IN THE UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF FLORIDA  
WEST PALM BEACH DIVISION**

VTRAX TECHNOLOGIES LICENSING, INC. )  
a Florida Corporation, )

Plaintiff, )

Civil Action No. 9:10-CV-80369-KLR

v. )

SIEMENS COMMUNICATIONS, INC., )  
a Delaware Corporation, )

**JURY TRIAL DEMANDED**

SIEMENS ENTERPRISE COMMUNICATIONS, )  
INC., )  
a Delaware Corporation, )

FLAGSTAR BANCORP, INC., )  
a Michigan Corporation, )

ASSURITY LIFE INSURANCE COMPANY, )  
a Nebraska Corporation, )

AVAYA INC., )  
a Delaware Corporation, )

CSX CORPORATION, )  
a Virginia Corporation, )

PALM COAST DATA, LLC, )  
a Delaware Corporation, )

Defendants. )

**AMENDED COMPLAINT FOR PATENT INFRINGEMENT**

Plaintiff, vTRAX Technologies Licensing, Inc., for its Amended Complaint against  
Defendants, Siemens Communications, Inc., Siemens Enterprise Communications, Inc., Flagstar

Bancorp, Inc., Assurity Life Insurance Company, Avaya Inc., CSX Corporation, and Palm Coast Data, LLC, alleges as follows:

### **INTRODUCTION**

1. This is an action for patent infringement arising under the patent laws of the United States, Title 35, United States Code.

### **THE PARTIES**

2. Plaintiff, vTRAX Technologies Licensing, Inc. (hereinafter “vTRAX”), is a Florida Corporation, with a principal place of business located at 5500 Military Trail, Suite #22-317, Jupiter, Florida 33458.

3. On information and belief, Defendant, Siemens Communications, Inc. (hereinafter “Siemens Communications”), is a Delaware Corporation, with a principal place of business located at 1001 Yamato Road, Boca Raton, Florida 33431.

4. On information and belief, Defendant, Siemens Enterprise Communications, Inc. (hereinafter “Siemens Enterprise”), is a Delaware Corporation, with a principal place of business located at 1001 Yamato Road, Boca Raton, Florida 33431.

5. On information and belief, Defendant, Flagstar Bancorp, Inc. (hereinafter “Flagstar”), is a Michigan Corporation, with a principal place of business located at 5151 Corporate Drive, Troy, Michigan 48098.

6. On information and belief, Defendant, Assurity Life Insurance Company (hereinafter “Assurity”), is a Nebraska Corporation, with a principal place of business located at 1526 K Street, Lincoln, Nebraska 68508.

7. On information and belief, Defendant, Avaya Inc. (hereinafter “Avaya”), is a

Delaware Corporation, with a principal place of business located at 211 Mt. Airy Road, Basking Ridge, New Jersey 07920.

8. On information and belief, Defendant, CSX Corporation (hereinafter “CSX”), is a Virginia Corporation, with a principal place of business located at 500 Water Street, Jacksonville, Florida 32202.

9. On information and belief, Defendant, Palm Coast Data, LLC (hereinafter “Palm Coast Data”), is a Delaware Corporation, with a principal place of business located at 11 Commerce Boulevard, Palm Coast, Florida 32164.

### **JURISDICTION AND VENUE**

10. This Court has subject matter jurisdiction over all causes of action set forth herein pursuant to 28 U.S.C. §§ 1331 and 1338(a) because this action arises under the patent laws of the United States, Title 35, United States Code, including 35 U.S.C. §271 *et seq.*

11. This Court has personal jurisdiction over each Defendant as: (i) each Defendant maintains regular and systematic business contacts with the State of Florida and within this judicial district and division; (ii) each Defendant purposely, regularly, and continuously conducts business in the State of Florida and within this judicial district and division; (iii) each Defendant purposefully directs its activities at residents of the State of Florida; (iv) the cause of action set forth herein arises out of or relates to the Defendant’s activities in the State of Florida; and (v) the exercise of jurisdiction over each Defendant will not offend the traditional notions of fair play and substantial justice.

12. Venue is proper in this judicial district and division pursuant to 28 U.S.C. §1331, §1338(a), §§1391(b)(c), and §1400(b).

**COUNT ONE: PATENT INFRINGEMENT**

13. vTRAX realleges and incorporates herein the allegations of paragraphs 1 through 12 of this Complaint as if fully set forth herein.

14. On March 8, 2005, the United States Patent and Trademark Office duly and legally issued United States Patent No. 6,865,268, entitled “Dynamic, Real-Time Call Tracking For Web-Based Customer Relationship Management.” A true and correct copy of U.S. Patent No. 6,865,268 is attached hereto as Exhibit “A.”

15. On August 11, 2009, the United States Patent and Trademark Office duly and legally issued a Reexamination Certificate for United States Patent No. 6,865,268. A true and correct copy of the Reexamination Certificate issued for U.S. Patent No. 6,865,268 is attached as Exhibit “B.”

16. vTRAX is the owner, by assignment, of all right, title, and interest in and to U.S. Patent No. 6,865,268 (hereinafter the “’268 Patent”), including the right to bring suit for past, present, and future patent infringement, and to collect past, present, and future damages.

17. The ‘268 Patent is valid and enforceable.

18. On information and belief, each Defendant has in the past and continues to infringe the ‘268 Patent. The infringing acts of each Defendant include, but are not limited to, each Defendants’ manufacture, use, offer for sale, and/or sale of software and/or methods for the use and operation of a customer service contact center.

19. On information and belief, Siemens Communications’ infringing acts, which constitute infringement of one or more claims of the ‘268 Patent in violation of 35 U.S.C. §271

include, but are not limited to, Siemens Communications' manufacture, use, offer for sale, and/or sale of its HiPath ProCenter customer service contact center software and methods.

20. On information and belief, Siemens Enterprise's infringing acts, which constitute infringement of one or more claims of the '268 Patent in violation of 35 U.S.C. §271 include, but are not limited to, Siemens Enterprise's manufacture, use, offer for sale, and/or sale of its HiPath ProCenter customer service contact center software and methods.

21. On information and belief, Flagstar's infringing acts, which constitute infringement of one or more claims of the '268 Patent in violation of 35 U.S.C. §271 include, but are not limited to, Flagstar's integration of software and/or methods for the use and operation of a customer service contact center into Flagstar's computer system.

22. On information and belief, Assurity's infringing acts, which constitute infringement of one or more claims of the '268 Patent in violation of 35 U.S.C. §271 include, but are not limited to, Assurity's integration of software and/or methods for the use and operation of a customer service contact center into Assurity's computer system.

23. On information and belief, Avaya's infringing acts, which constitute infringement of one or more claims of the '268 Patent in violation of 35 U.S.C. §271 include, but are not limited to, Avaya's manufacture, use, offer for sale, and/or sale of its Contact Center Express and Interaction Center customer service contact center software and methods.

24. On information and belief, CSX's infringing acts, which constitute infringement of one or more claims of the '268 Patent in violation of 35 U.S.C. §271 include, but are not limited to, CSX's integration of software and/or methods for the use and operation of a customer service contact center into CSX's computer system.

25. On information and belief, Palm Coast Data's infringing acts, which constitute infringement of one or more claims of the '268 Patent in violation of 35 U.S.C. §271 include, but are not limited to, Palm Coast's integration of software and/or methods for the use and operation of a customer service contact center into Palm Coast's computer system.

26. On information and belief, the Defendants' infringement of the '268 Patent has been, and continues to be, willful and deliberate, entitling vTRAX to increased damages pursuant to 35 U.S.C. §284 and to attorneys' fees pursuant to 35 U.S.C. §285.

27. vTRAX has and continues to suffer damages as a direct and proximate result of each Defendant's infringement of the '268 Patent and will suffer additional and irreparable damages unless each Defendant is permanently enjoined by this Court from continuing its infringement. vTRAX has no adequate remedy at law.

28. vTRAX is entitled to: (i) damages adequate to compensate it for each Defendant's infringement of the '268 Patent, which amounts to, at a minimum, a reasonable royalty; (ii) treble damages; (iii) attorneys' fees; (iv) costs; and (v) a preliminary and thereafter permanent injunction.

#### **PRAYER FOR RELIEF**

WHEREFORE, vTRAX seeks the following relief:

a. That each Defendant be ordered to pay damages adequate to compensate vTRAX for its infringement of the '268 Patent pursuant to 35 U.S.C. §284;

b. That each Defendant be ordered to pay vTRAX treble damages and attorneys' fees pursuant to 35 U.S.C. §§284 and 285;

c. That each Defendant be enjoined from further infringement of the '268 Patent pursuant to 35 U.S.C. §283;

- d. That each Defendant be ordered to pay prejudgment interest;
- e. That each Defendant be ordered to pay all costs associated with this action; and
- f. That vTRAX be granted such other and additional relief as the Court deems just and proper.

**DEMAND FOR JURY TRIAL**

Pursuant to Fed. R. Civ. P. 38(b), vTRAX demands a trial by jury of all issues triable of right by a jury.

Respectfully submitted, this 30th day of April, 2010.

/s/ David J. George

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# **EXHIBIT “A”**



US006865268B1

(12) **United States Patent**  
**Matthews et al.**

(10) **Patent No.:** US 6,865,268 B1  
 (45) **Date of Patent:** Mar. 8, 2005

(54) **DYNAMIC, REAL-TIME CALL TRACKING FOR WEB-BASED CUSTOMER RELATIONSHIP MANAGEMENT**

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 6,377,944 B1 4/2002 Busey et al. .... 707/3  
 6,381,640 B1 4/2002 Beck et al. .... 709/223  
 6,516,055 B1 \* 2/2003 Bedeski et al. .... 379/32.01

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\* cited by examiner

*Primary Examiner*—Bing Q. Bui

(74) *Attorney, Agent, or Firm*—Womble Carlyle Sandridge and Rice, PLLC

(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 627 days.

(57) **ABSTRACT**

A method and computer product for locating and tracking the status of call tickets, communicating both asynchronously and synchronously with online members within an organization through an interactive, web-based, on-call board application. Members are provided with access to static and dynamic organizational information with a multi-level access control. An on-call board display is driven by preset permissions, department settings, and member inputs. A member of the organization selects status options and inputs information that dynamically drives the on-call board for each refresh cycle. Members are set to different permission levels, thereby controlling access to various icons, links, features or functions. The display of the number of call ticket requests for a listing of members is integrated into the on-call board. This integration further allows for a visual display of current tickets that are assigned to each member. A float board provides links to electronic mail and phone numbers for each individual member. A dynamic mailing list enables instant selection of mailing recipients through a member sorting template. Customer feedback scoring is automatically generated for each member based on the satisfaction feedback input received from customers on closed call tickets.

(21) Appl. No.: **10/051,477**

(22) Filed: **Jan. 16, 2002**

**Related U.S. Application Data**

(60) Provisional application No. 60/261,421, filed on Jan. 16, 2001.

(51) **Int. Cl.**<sup>7</sup> ..... **H04M 3/00**

(52) **U.S. Cl.** ..... **379/265.09; 379/88.17; 379/265.02**

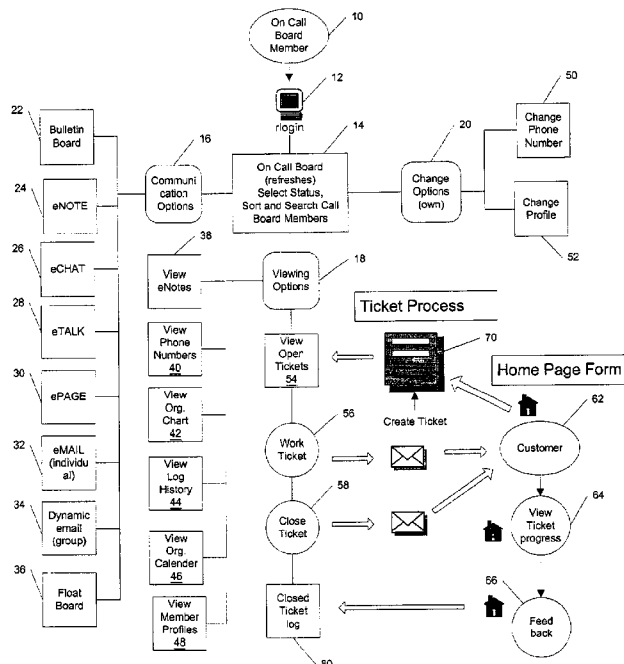
(58) **Field of Search** ..... 379/88.17, 265.01, 379/265.02, 265.09; 709/204

(56) **References Cited**

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 6,347,139 B1 2/2002 Fisher et al. .... 379/265.12  
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**29 Claims, 8 Drawing Sheets**



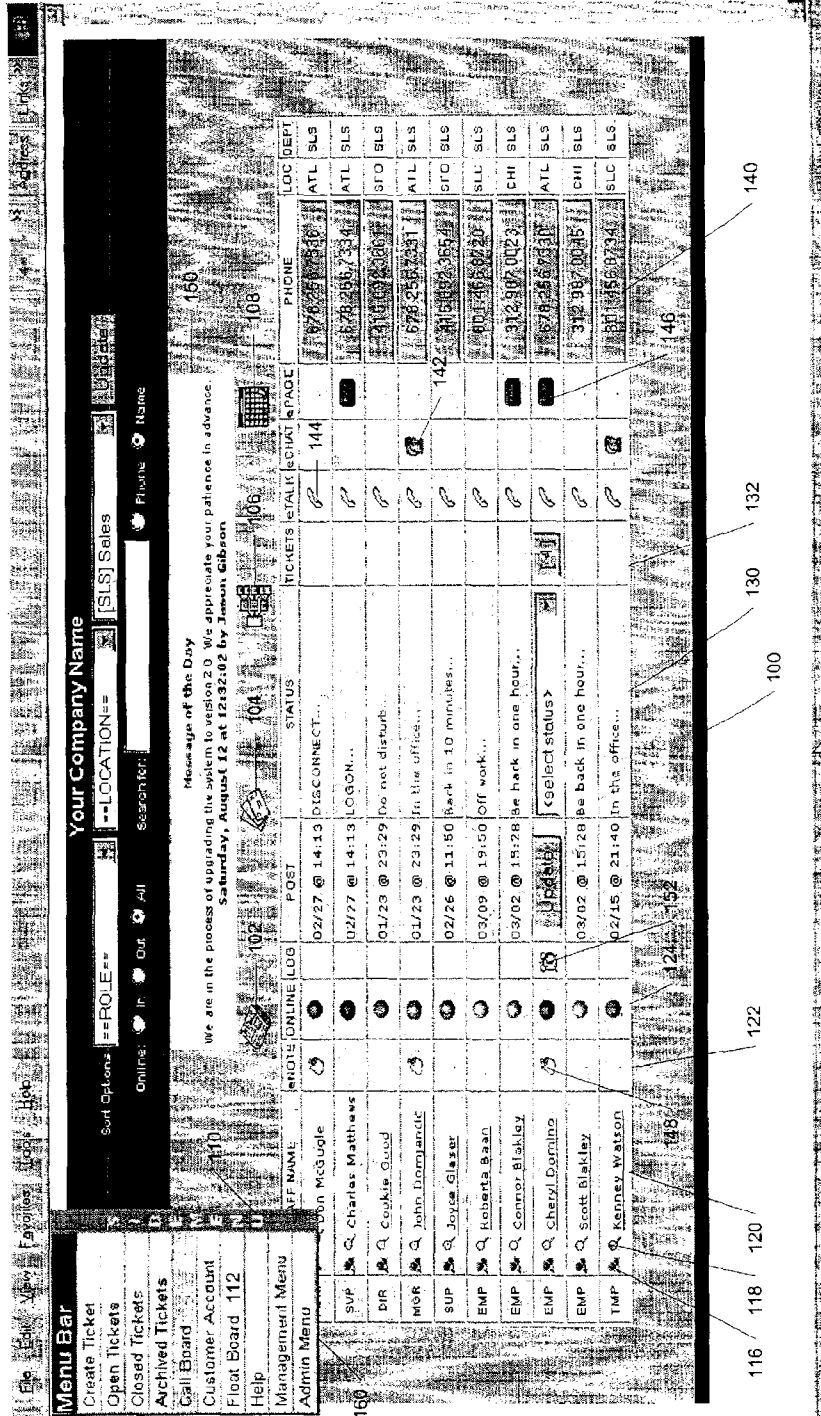


FIG. 1

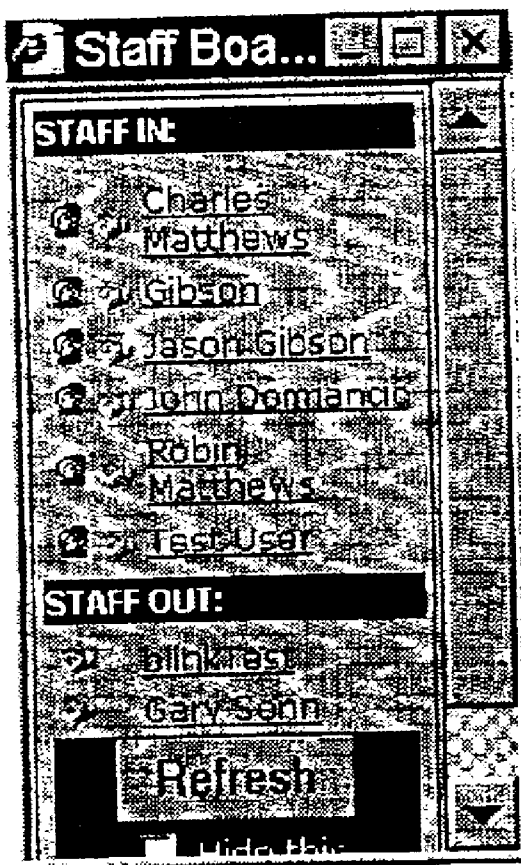


FIG. 2

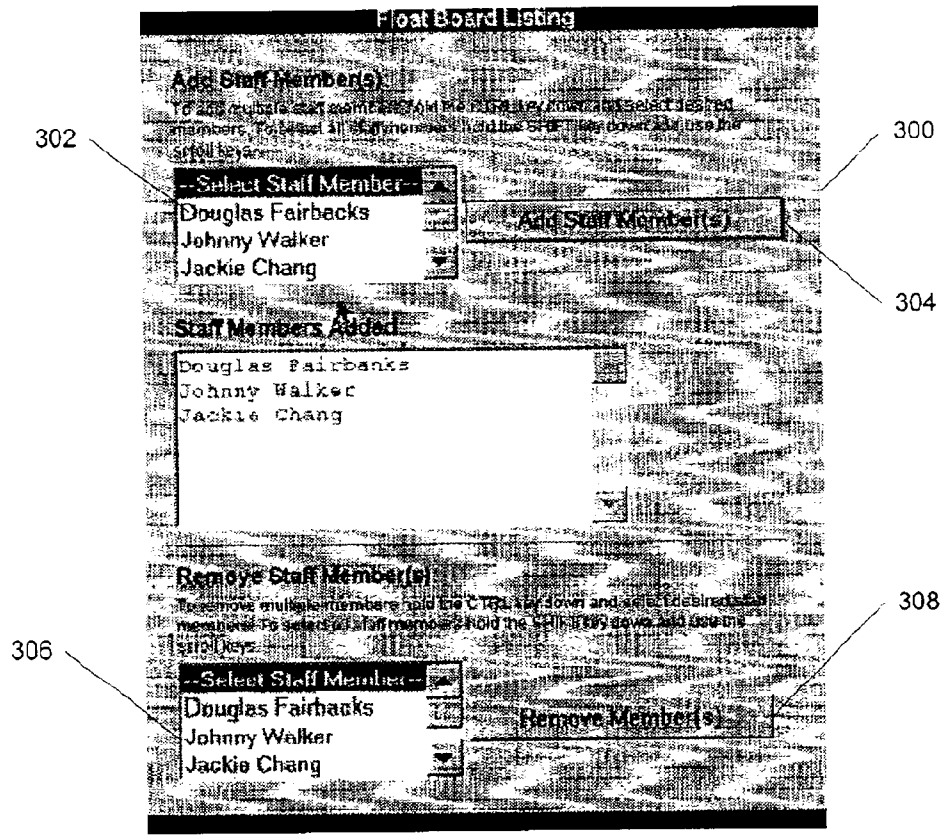


FIG. 3

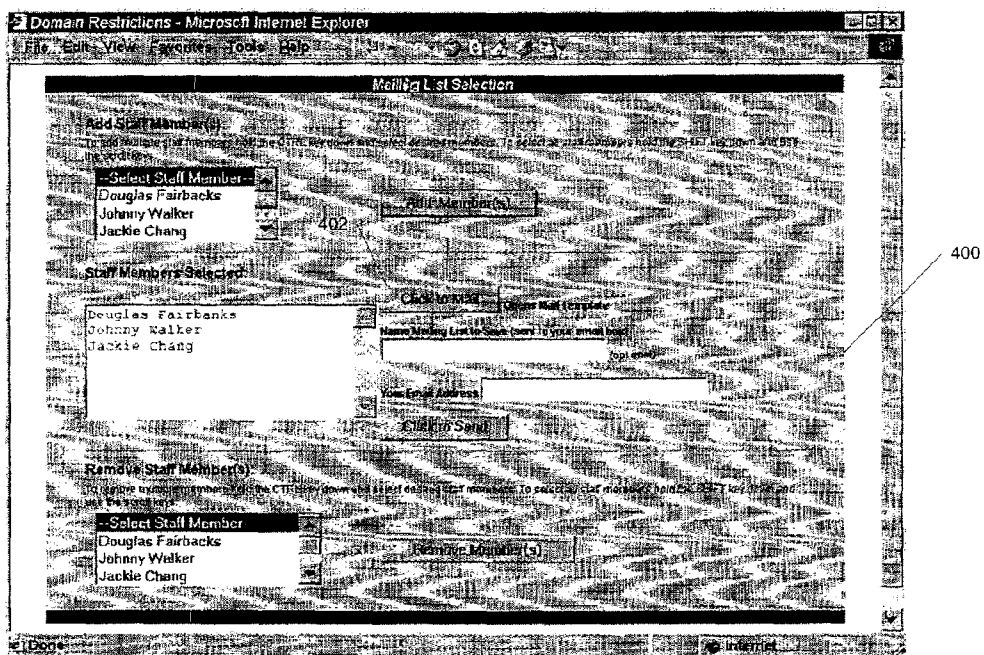


FIG. 4

LOCATION	PHONE	PRIMARY
OFFICE:	678.256.7336	<input checked="" type="radio"/>
HOME:	770.564.1476	<input type="radio"/>
CELL:	404.664.0797	<input type="radio"/>
PAGER:	888.987.0192	<input type="radio"/>

Update Print Close

Charles Matthews

FIG. 5



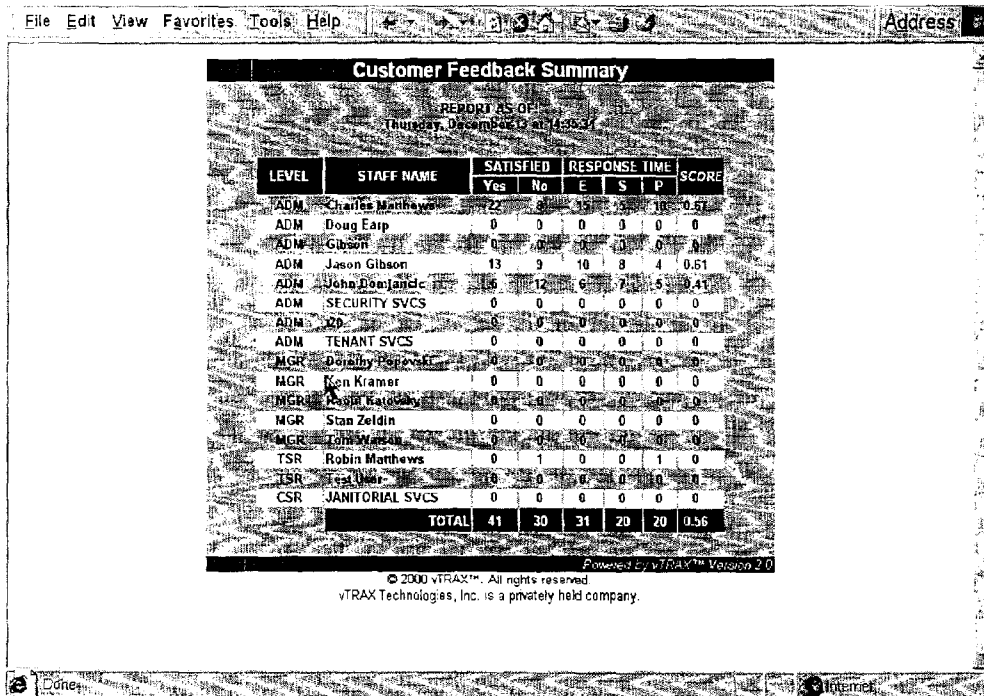


FIG. 6

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File Edit View Favorites Tools Help Address

View Closed Tickets

Port Options ==PRIORITY== ==CATEGORY== ==OWNER== ==ASSIGNED TO== ==CLOSED BY==

Date: Old New Sort: All Search for Ticket Customer

TICKET	PRINT	PRIORITY	MEDIA	DATE	TIME	ELAPSED	CUSTOMER NAME	CATEGORY	TICKET OWNER	ASSIGNED TO	CLOSED
109		Normal		2000-09-07	22:14:35	159d:12h:52m	Jill Kellmore	Electrical	Jason Gibson	Charles Matthews	Charles Mat
109		URGENT		2000-09-07	22:17:07	162d:23h:17m	Jill Kellmore	Electrical	Jason Gibson	Test User	Charles Mat
110		Normal		2000-09-07	22:32:39	162d:23h:22m	Claukie Cheese	Electrical	Jason Gibson	Charles Matthews	Charles Mat
111		URGENT		2000-09-09	14:37:37	05d:09h:00m	test	Electrical	Jason Gibson	Charles Matthews	John Dornia
114		High		2000-09-13	13:00:11	0d:00h:03m	jd	Plumbing Services	Robin Matthews	Robin Matthews	John Dornia
115		High		2000-09-13	13:16:34	0d:00h:14m	jd	Loading Deck Service	Jason Gibson	Jason Gibson	John Dornia
110		Normal		2000-09-13	13:17:40	0d:00h:04m	jd	Electrical	Jason Gibson	Jason Gibson	John Dornia
117		Normal		2000-09-13	13:18:17	157d:08h:37m	jd	HVAC Services	Jason Gibson	Test User	Charles Mat
119		Normal		2000-09-13	13:21:09	0d:07h:31m	jd	Construction Repairs	UNASSIGNED	UNASSIGNED	John Dornia
119		High		2000-09-13	13:41:20	165d:23h:53m	jd	Loading Deck Service	Jason Gibson	Test User	John Dornia
120		URGENT		2000-09-13	19:02:58	0d:00h:07m	jd	Construction Repairs	Charles Matthews	Charles Matthews	John Dornia
121		Normal		2000-09-13	19:24:52	0d:01h:53m	jd	Electrical	Jason Gibson	Stephen Adkins	John Dornia
122		URGENT		2000-09-13	21:12:41	0d:00h:09m	jd	Construction Repairs	Charles Matthews	Test User	John Dornia
123		High		2000-09-13	21:13:42	0d:00h:09m	trinity	Plumbing Services	Robin Matthews	Robin Matthews	John Dornia
124		Normal		2000-09-18	16:41:17	88d:04h:01m	Anale Dickinson	Electrical	Jason Gibson	Jason Gibson	Charles Mat
125		URGENT		2000-09-18	17:07:10	382d:22h:52m	jd	Facilities Mgmt	John Dornia	John Dornia	John Dornia
127		Normal		2000-09-18	17:08:01	165d:21h:21m	jd	Electrical	Jason Gibson	Jason Gibson	Jason Gibson

Done Internet

FIG. 7

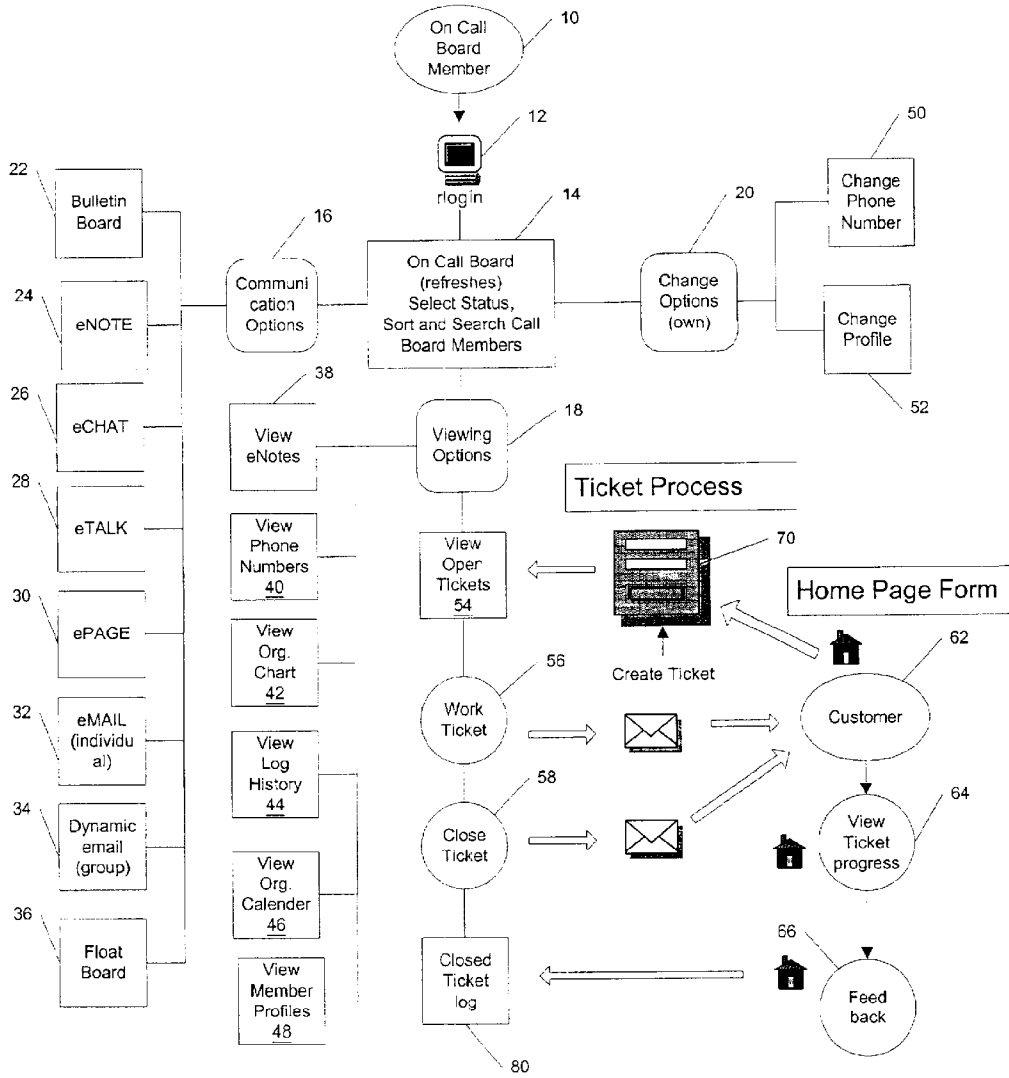


FIG. 8

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## DYNAMIC, REAL-TIME CALL TRACKING FOR WEB-BASED CUSTOMER RELATIONSHIP MANAGEMENT

### CROSS REFERENCE TO RELATED APPLICATIONS

The present patent application is a formalization of a previously filed, co-pending provisional patent application entitled "Enterprise Class, Web-Based CRM Software Application with Dynamic and Real-time On-Call Board GUI/Portal Interface ", filed Mar. 16, 2001, as U.S. patent application Ser. No. 60/261,421 by the inventors named in this patent application. This patent application claims the benefit of the filing date of the cited provisional patent application according to the statutes and rules governing provisional patent applications, particularly USC § 119(e) (1) and 37 CFR §§ 1.789(a)(4) and (a)(5). The specification and drawings of the provisional patent application are specifically incorporated herein by reference.

### BACKGROUND OF THE INVENTION

The present invention is generally related to electronic customer relationship management (eCRM) applications. More particularly, the present invention relates to a method and system for providing real-time call tracking and resolution management,

### SUMMARY OF THE INVENTION

The present invention provides a method and computer product for locating and tracking the status of call (e.g., trouble) tickets, and communicating asynchronously and synchronously with online members or employees within an organization through an interactive, web-based, on-call board application. Employees are provided with access to static and dynamic organizational information with a multi-level access control. Automatic scoring of employees handling a call ticket is based on customer satisfaction feedback.

An On-Call Board provides a logical grouping of functions and features that are intuitive to the end user. The On-Call Board display, including a plurality of JavaScript links, is driven by preset permissions/location, department setting, and end-user input (status selection, searching, sorting, input of profile details, phone numbers, etc.)

The On-Call Board display is end-user interactive which means that a member or employee of the organization selects status options and inputs information that dynamically drives the On-Call Board on each refresh cycle. Communication options are driven by user input of status information that provides a finer granularity over a simple login trigger. Searching and sorting functions allow the user to select or narrow the display of members. End users are set to different permission levels, thereby controlling access to various icons, links, features or functions. The display of the number of call ticket requests for a listing of employees is integrated in the On-Call Board. This integration in the On-Call Board allows for a visual display of current tickets that are assigned to each employee. Each refresh of the On-Call Board updates this count.

A Dynamic Phone List allows each employee to update or change the phone number where he can be reached at any given time. This selected number then automatically populates the On-Call Board.

A Float Board provides links to email and phone numbers for each individual on the Float Board for an individual member. The display of the list is driven by the On-Call

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Board engine and not from simply being logged in. There is no need for any client (i.e., customer) software.

A Dynamic Mailing List allows for instant selection of mailing recipients through sorting and is not static.

5 A Customer Feedback scoring report is automatically generated for each employee according to the satisfaction feedback inputs from all customers. This provides an overall measure of each employee's performance.

10 An Automated Satisfaction Indicator on a Closed Tickets Log, automatically inserts an icon next to the ticket number, which represents the customer's satisfaction feedback for that specific closed ticket.

15 An eNote function allows for near instant updates of the Inbox column on the On-Call Board. It requires no email application to read the posted note.

### DESCRIPTION OF THE DRAWINGS

20 The invention is better understood by reading the following detailed description of an exemplary embodiment in conjunction with the accompanying drawings.

FIG. 1 illustrates an On-Call Board graphical user interface in accordance with an exemplary embodiment of the present invention.

25 FIG. 2 illustrates a Float Board for presenting a member's status in accordance with an exemplary embodiment of the present invention.

30 FIG. 3 illustrates a Float Board listing template for defining the members that populate a member's Float Board in accordance with an exemplary embodiment of the present invention.

35 FIG. 4 illustrates a mailing list selection template for selecting members that are to receive a mail message electronically in accordance with an exemplary embodiment of the present invention.

40 FIG. 5 illustrates a dynamic phone list for an individual member to select a contact number at which he can be reached in accordance with an exemplary embodiment of the present invention.

45 FIG. 6 illustrates a customer feedback scoring report generated from customer responses to closed call tickets in accordance with an exemplary embodiment of the present invention.

FIG. 7 illustrates a Closed Tickets log in accordance with an exemplary embodiment of the present invention.

50 FIG. 8 illustrates a functional block diagram of the call tracking and resolution management system in accordance with an exemplary embodiment of the present invention.

### DETAILED DESCRIPTION OF THE INVENTION

The present electronic Customer Relationship Management (eCRM) portal engine invention provides call tracking management with interactive end-user tools that allows the enduser, whether a potential customer, customer, or an employee to submit service/call requests via the web, e-mail, and/or telephone. The eCRM portal engine is completely web-based and installed at an organization web portal for access by members (employees) and customers of the organization. Its control and use is exercised entirely from a web browser application, with no need for client software. The ECRM portal engine allows the end-user (customer) to track his assigned ticket or call status and provide customer feedback on the service received that completes the life cycle of the call request. The ticket closer is then numeri-

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cally rated with a scoring algorithm on each and all tickets closed with the feedback submitted by the customer. This software solution provides full life cycle support for call tracking and resolution management by integrating web, e-mail and telephonic contact with not only customers and business partners, but also between employees within an organization. The ECRM portal engine creates powerful capabilities for managing and accessing both static and dynamic organizational information, performing processes and tasks cross-departmentally, geographically and at all hierarchy levels. Uniform and logical presentation of tasks, functions, and information allows employees within the organization to work effectively in responding to customer calls. The employee can intelligently share valuable customer and organizational knowledge across the enterprise from sales and marketing, to service and support, to product development, and to management and administration. Security is assured and access to the ECRM portal engine functions and features is flexibly controlled by setting each member's permissions for each function or feature of the system.

Three elements of the eCRM portal engine work together to deliver scalable, enterprisewide call management:

1. a database center element provides a centralized repository for tracking all customer call information, action taken and special technician notes to resolve problems with date, time and reference number. The database center element also provides for the flexibility to allow multiple customers to be supported on one common server. Call information can be archived to maintain a historical record of all customer interactions. The database center provides for real-time call activity reports that track call duration and count by call type and assigned employee, assisting management in tracking workflow performance. Also, customer feedback reports are provided to assist management in tracking customer satisfaction levels and defining benchmark performance measurements. The database center element is highly customizable which also lends itself to a high degree of legacy application integration.
2. a process technology element enables audit trails, permission level assignment, call routing management, automated escalation and real-time reporting of tasks, data and events across all departments, locations and hierarchy levels. A high degree of automation is built into processes eliminating inefficiencies. The process technology element is highly configurable, allowing management to create workflow routines. Call routing tables are created based on category type and groups to better assist in the routing and assignment of call tickets to the appropriate personnel for resolution.
3. a universal interface creates convenient, custom interfaces for an organization's employees and customers. Multiple applications are combined into one user interface that allows for web, e-mail, chat and phone collaboration. Uniform and logical presentation of tasks, functions and information reduces training costs and allows employees to work effectively. Valuable customer information can be shared across the web from anywhere at any time.

There are four portals associated with the ECRM engine:

1. Customer Portal: a personalizable, web-based feature that enables online customer interaction by using the most convenient touch point (i.e., web, e-mail, phone). The following features are provided by the customer portal:

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- a. Online Service provides customers with the ability to submit a trouble ticket or a request for service online with full life-cycle updates regarding status information and resolution.
  - b. Customer Feedback automatically enables customers to provide online feedback on each call regarding quality of service, speed to resolution of problems and general comments.
  - c. Customer Registration and Profile Management provides for automatic online membership registration, login authentication and lost password finder. This feature also allows customers to update their own profile information online.
  - d. E-mail Management provides an integrated e-mail routing engine that automatically routes, prioritizes and escalates inbound e-mails from customers.
  - e. Web Self-help provides an integrated knowledge base and dynamic frequently asked questions (FAQs) that empower customers to solve their own problems.
2. Employee Portal: an enterprise-wide web-based solution that combines robust call management functionality, resource management, collaboration and communications tools, and relevant Internet content thereby maximizing the efficiency of service teams. The following features are provided by the employee portal:
    - a. Call Management Functionality: support organizations can resolve service inquires as well as seamlessly manage service queues and monitor customer satisfaction. The ticket database can be viewed or searched by ticket number, status, priority, category/problem type, original ticket owner, support person assigned or by customer name. This feature provides full life cycle tracking of calls from call submission to problem resolution. Completed or closed calls can be "reopened", without losing case history information. Each call ticket enables a direct link to customer profile information to assist in trouble resolution.
    - b. Resource Management: integrates complementary applications into a single interface so employees no longer have to open and close multiple applications to access the information they need. The eCRM portal engine provides for a unique "On-Call Board Directory", upon employee login that allows quick and real-time visibility to new and open call assignments, plus visibility to other staff members' availability. A staff attendance log automatically tracks when a staff member logs in, changes work status or logs out. The On-Call Board can be searched quickly for those staff members that are online versus off-line. The "On-Call Board Directory", enables sorting or searching for staff members based on name, location, group or department.
    - c. Collaboration and Communication Tools: integrates e-mail, phone, e-page and chat capabilities into an all-in-one communications portal enabling any staff member to be reached at any time. The "On-Call Board Directory", provides for quick visibility to a staff member's status, including contact and profile information. An integrated bulletin board and daily message board is provided for keeping staff members informed. Also, a calendar option that enables the posting of future calendar events, eliminating the need for having to send company wide e-mail notifications. A dynamic e-mail distribution generator features allows quick and easy creation of distribution lists.

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3. Management Portal provides a web-based interface solution that enables resource tracking, management of staff members and real-time performance measurements of service team members. The following features are provided by the management portal:

- a. Staff Directory Administration provides management with the ability to add, change and delete staff profile information and to assign username and password access to the eCRM portal platform. Profile information also includes company name, job title, address, telephone, location and department information.
  - b. Category Assignment provides management with the ability to assign and automatically route different requests for service to either a unique individual, department, group or location based on type of issue or problem. This feature also enables automatic priority assignment (i.e., normal, high, and urgent) for new service requests and automatic e-mail or pager notification based on category type.
  - c. Bulletin Board Administration integrates a bulletin board function that enables the organization's management to post news alerts of future events or issues to keep all employees informed, thus eliminating the need for sending mass e-mail broadcast notifications to employees.
  - d. Staff Attendance Tracking automatically tracks when a staff member logs in, changes work status or logs out. The organization's management can quickly and easily search and download the attendance log for a particular staff member, group, department, or location by date range.
  - e. Performance Reports provide the organization's management with real-time performance measurements for tracking trends and setting benchmarks for improving quality of service.
4. Admin Portal is a web-based interface that allows for system setup and administration of database tables. The following tables are maintained and administered by the system administrator:
- a. Category Listing and Administration enables the system administrator to add, change and delete category definitions used for assigning and tracking requests for service, based on type of problem or issue.
  - b. System Status Update enables the system administrator to notify staff members of system status.
  - c. Archive Closed Tickets enables the system administrator to archive closed tickets and backup to a different database. Archived records are not included in the count and averages generated within the real-time reporting system.
  - d. Location and Department Administration enables the system administrator to add, change and delete location definitions (i.e., by region, city, state, etc.) and department definitions (i.e., sales, marketing, service, support, etc.) used when adding and assigning staff members.
  - e. Role Administration enables the system administrator to add, change or delete roles, whereby employees and management can then be assigned to a unique grouping based on job title, responsibility or type of work.
  - f. Permissions Administration enables the system administrator to add, change or delete permission levels for each table (i.e., read only, write, or no access).

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As illustrated in FIG. 1, the eCRM portal engine provides a unique and powerful "virtual", On-Call Board **100** that allows On-Call Board members both quick and real-time visibility to each member's availability and ticket/call assignment. This powerful "quick contact", center is also an all-in-one communication portal where members are intelligently presented with multiple contact channels/options to efficiently reach other members. After a secure login, the eCRM portal engine's "start page", the On-Call Board **100**, serves as an enterprise-level real-time communication portal to the system and a quick jumping off point after login to various functions and real-time representations of the "systems", status. Real-time status updates are generated when the On-Call Board window **100** automatically refreshes at a presettable rate. The On-Call Board **100** allows the organization's staff to gain a quick overview of who is "available", and the associated status for each staff member. The On-Call Board engine then automatically generates the appropriate communication channels/options according to the availability status of the call board member. If a member's status **130** is "in the office", and the member is logged into the system, the chat (instant messaging) and voice over IP icons will be displayed in the On-Call Board listing. The On-Call Board **100** can also be used to view different groupings of members depending on the member's role, location, and the department that members have been assigned to by sorting the drop down lists or searching the members' directory. The On-Call Board **100** provides dynamic multiple contact information and channels (email, chat, voice over IP, pager, phone contact information) by simply clicking on either the "staff name", **120** for email contact, the e-page icon **140** for paging, the chat icon **142** for instant messaging, the talk icon **144** for voice calls over the IP network, or the phone button (column **140**) for a list of phone contact information where members select the primary phone number where they can be reached (i.e. home, office, cell). Members can also get a quick tally of the tickets/calls/requests that are assigned to them by the number displayed in the "Tickets", column **132**. By clicking on the phone number button, the member can view his assigned open tickets, which have been automatically routed to that member based on that member's expertise or category assignment. The system automatically logs each individual's system "status", (i.e., logged in, online, logged off, or disconnected). For security purposes, members can be automatically disconnected from the system after a predetermined period of inactivity. Each individual member selects his respective availability "status", (column **130**) from a drop down list to notify others of his current availability, and thus the appropriate means to quickly contact him. This selection also drives the On-Call Board engine to display the appropriate contact options/channels. Each member is limited to only selecting his own status. When a member selects an "Out", availability status (i.e. "off work,", "be back in one hour,", "on vacation,", etc.), that member is automatically logged out of the system.

The "Message of the Day", text box **150** depicted in FIG. 1 allows an administrator to alert or notify all On-Call Board members with an instantly visible message.

The "Float Board", **112** on the Dynamic Permission Menu **160** can also be activated from the On-Call Board **100**. Shown in FIG. 2, the Float Board is a compact windowed listing of selected members that dynamically list previously defined members' "in or out", status. It contains quick contact links (phone, email, chat) without the need for the On-Call Board window **100**, shown in FIG. 1, to be open. The Float Board can be set to automatically refresh, check

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each member's respective status, and return an updated real-time On-Call Board member listing. The Float Board can be set to remain visible over all open windows.

The "Dynamic Permission Menu", **160** located on the On-Call Board window **100** of FIG. **1** and all other system windows contains byperlinks to the eCRM portal engine application functions. This JavaScript menu is activated by mouse clicking on the "SIDEMENU", **110**, which then expands (as shown in FIG. **1**), with that member's permission allowable function/feature links. Each link that the member has permission to access is displayed, while the links that the member does not have permission to access are not displayed. The "Create Ticket", link initiates a new call or ticket template. The "Open Tickets", link opens a log of all open calls or tickets that have not been closed. The "Closed Tickets", link opens a log of all completed tickets or calls. The "Archived Tickets", link opens a log of all archived calls or tickets. The "Help", link opens the knowledge base search function. The "Customer Account", link opens the customer search function The "Float Board", link **112** activates the Float Board for the respective member. The "Manager Menu", link accesses a template menu with links to reports, assign category setting, bulletin board management, and member's attendance log. The "Admin Menu", link accesses a template menu, from which an administrator can access and input settings and system information.

The On-Call Board portal also contains graphically represented hyperlinks that allow access to certain features and functions of the eCRM portal engine system that are described as follows:

1. News icon **102** represents a link to an electronic bulletin board where management can post and append messages, and delete message posts which can be viewed by all members who have access permission.
2. Mail icon **104** represents a dynamic mailing list generator where the sorting or search function controls a selection of members on the On-Call Board. By clicking the mail icon, this On-Call Board listing is sent to a template, as shown in FIG. **4**, which is opened and where the mailing list can be further manipulated and saved.
3. Organizational chart icon **106** represents a link to a hierarchical representation of the structure of organizational members.
4. Calendar icon **108** represents a link to an online event calendar where important meetings or events can be viewed by date and time.

Several other related icons are illustrated in FIG. **1**:

1. Hour Glass icon **118** links to the member's demographic information template, such as position, company, address etc. The Hour Glass icon is next to the member's name in staff name column **120**.
2. Online Ball icon **124** represents the member's logged in status. A blue-colored ball indicates the member has logged into the system, but has not selected an availability status. A green-colored ball indicates the member is logged in and selected "in the office", as his availability status. A white-colored ball indicates the member has appropriately logged out of the system. A red-colored ball indicates the member has been automatically disconnected or timed out of the eCRM portal engine system.
3. Clock icon **152** links to a listing of a member's change in availability status. The staff attendance log function automatically generates a log for each staff member

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including time stamps for each login, online, off-line and log off action.

4. Chat icon **142** initiates a chat or instant-messaging session when a respective member's chat icon is selected.
5. eTalk icon **144** initiates a Voice over IP call session when a respective member's Talk icon is selected.
6. ePage icon **146** initiates a template where a member can send a text message to another member's pager. The e-page icon is visible if that member enables the pager notification feature.
7. eNote icon **116** enables a member to leave an e-note for another member listed on the On-Call Board **100** by selecting the eNote icon **116** next to the other member's name in column **120**.
8. Phone button (column **140**) displays the contact number where the member is most likely to be reached. The member can click on this button to dynamically select this number from his alternatives as shown in FIG. **5**. This selection then populates the Phone button on the next refresh of the On-Call Board **100**.
9. eNote icon **148** is indicated in the eNote inbox column **122** when a message is waiting for that individual employee. Once another employee sends a message to the individual employee, an icon **148** is indicated immediately after the On-Call Board refreshes.

The Float Board settings for each respective member are selected from the Float Board Listing **300** display illustrated in FIG. **3**. This template defines which members populate an individual member's respective Float Board. A member selects which members to add to his Float Board by selecting one or more members **302** and then clicking the "Add Staff Member(s)", button **304** in the "Add Staff Member(s)", section of the display. A member can also be deselected **308** by highlighting the member's name **306** in the "Remove Staff Member(s)", section.

When the Mail icon **04** in the icon header section of the On-Call Board **100** is selected, a listing of On-Call Board members defined by a sorting of the On-Call Board is sent to the Mailing List Selection template **400** (shown in FIG. **4**). This list can be further manipulated by adding or deleting members of the member list generated by the On-Call Board. By clicking on the "Click to Mail", button **402**, a mail template is activated where all selected members can be mailed a message electronically. If the member who creates the dynamic mailing list wishes to save this selected mailing list for future use, the member can name this defined list, which then can be mailed to his email inbox electronically.

The Dynamic Phone List illustrated in FIG. **5** is initiated when a member clicks on the button in the Phone column **140** within the On-Call Board **100**. A member then can select the primary contact number at which he can be reached. This number is then displayed on the button in the Phone column **140** on the next refresh of the On-Call Board **100**.

The Customer Feedback summary scoring report illustrated in FIG. **6** is generated from customer response on a customer feedback form. An algorithm automatically scores each employee according to the customers' inputs from the forms. The feedback is indicated by a positive or negative icon in the Closed Tickets Log as illustrated in FIG. **7**. This icon is automatically inserted next to the ticket number.

FIG. **8** illustrates a functional block diagram of the call tracking and resolution management system. It shows both the On-Call Board member (employee) functional blocks and the customer functional blocks. The processing is initiated by an On-Call Board member **10** logging onto the call

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tracking and resolution management system server through login function **12**. This login is done either via the Internet or an organization's intranet. The member is brought into the On-Call Board browser window. The On-Call Board graphical user interface shown in FIG. **1** is displayed to the member. The On-Call Board automatically refreshes at a presetable rate, but also will refresh when a feature is selected or a change is made to the On-Call Board, such as a change in status. As indicated in functional block **14**, the member can update his status, or can sort and search for other On-Call Board members. The On-Call Board displays a listing or directory of all On-Call Board members or a preselected limited listing depending on role, location, and department. The member can sort from these dropdown selections and select the update button, further manipulating this listing or directory. Communications (both asynchronous and synchronous) options **16**, viewing options **18** and change options **20** are three functional categories available for selection by the member. The member can change his contact phone number **50** for immediate contact by selecting the phone button for his entry on the On-Call Board display. The member can change his own profile **52** by selecting the hourglass icon located next to his name on the On-Call Board display.

The member can view the "Message of the Day", **150**, which is prominently located above the listing and the bulletin board icon **102**, the dynamic email icon **140**, the organizational chart icon **106**, and the organizational calendar icon **108**. The member may select the JavaScript Side-Menu Bar **110**, which pops open displaying a menu of options which are predetermined based on the member's permissions to these options.

The communications options (functional block **16**) available to the member include bulletin board **22**, send e-note **24**, e-chat **26**, e-talk **28**, e-page **30**, e-mail individual **32**, e-mail group **34**, and Float Board **36** (activated from pull down side menu in FIG. **1**). The viewing options (functional block **18**) available to the member include view e-notes **38**, view phone numbers **40**, view organization chart **42**, view log history **44**, view organization calendar **46** and view member profiles **48**. The member can also view open call tickets **54**, work an open call ticket **56**, close a call ticket **58** and view the closed ticket log **60**.

A call ticket is created (functional block **70**) by a customer **62** logging onto the call tracking and resolution management system server which then becomes viewable by an assigned member as indicated in functional block **54**. The ticket process begins when a customer fills out a web form requesting service. The member can also start a ticket. Once the customer submits a ticket, email containing a link to his ticket is automatically sent where the customer can view the progress of the ticket (functional block **64**). Once an open ticket is closed, an additional email is sent to the customer which contains a link to the closed ticket, and also a link to a feedback web form where the customer can submit feedback (functional block **66**). The closed ticket is transferred to a Closed Ticket log, which can be accessed from the SideMenu.

The call tracking and resolution management system of the present invention can be realized in software or a combination of hardware and software. Any kind of computer system or other apparatus adapted for carrying out the methods described herein is suited. A typical combination of hardware and software in this context could be a web-based server computer with a computer program that, when loaded and executed, controls the web-based server computer such that it carries out the methods described herein. The call

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tracking and resolution management system logic can also be embedded in a computer program product, which includes all the features enabling the implementation of the methods described herein, and which, when loaded in a computer system, is able to carry out these methods.

Additionally, the corresponding structures, materials, acts, and equivalents of all means plus function elements in any claims are intended to include any structure, material or acts for performing the functions in combination with other claim elements as specifically claimed.

Those skilled in the art will appreciate that many modifications to the exemplary embodiment of the present invention are possible without departing from the spirit and scope of the present invention. In addition, it is possible to use some of the features of the present invention without the corresponding use of the other features. Accordingly, the foregoing description of the exemplary embodiment is provided for the purpose of illustrating the principles of the present invention and not in imitation thereof since the scope of the present invention is defined solely by the appended claims.

What is claimed is:

**1.** A method for providing interactive, real-time call tracking and resolution management over a communications network, comprising the steps of:

providing an on-line call ticket request form for creating and submitting a call ticket for resolution;

generating and displaying an interactive, on-call board user interface that identifies a plurality of members that are assigned and available to respond to a call ticket from a customer, a present status of each member and a primary contact number;

automatically generating and displaying on the on-call board a plurality of icons representing communications options for each member based on the member's status; and

providing a plurality of icons that are accessible to each member and that generate hyperlinks to a plurality of additional functions associated with call tracking and resolution.

**2.** The method for providing interactive, real-time call tracking and resolution management of claim **1** further comprising generating and displaying a dynamic permissions menu to a member.

**3.** The method for providing interactive, real-time call tracking and resolution management of claim **2** wherein the dynamic permissions menu provides hyperlinks to call tracking and resolution functions that the member is authorized to view.

**4.** The method for providing interactive, real-time call tracking and resolution management of claim **3** wherein the call tracking and resolution functions include create a ticket, open a ticket, close a ticket, and archive a ticket.

**5.** The method for providing interactive, real-time call tracking and resolution management of claim **3** wherein the call tracking and resolution functions include call board, customer account, management menu and administration menu.

**6.** The method for providing interactive, real-time call tracking and resolution management of claim **3** wherein the call tracking and resolution functions include a float board.

**7.** The method for providing interactive, real-time call tracking and resolution management of claim **6** wherein the float board function displays a list of members grouped by status and an e-chat and a phone contact icon next to each member's name, which enable a selected member to be contacted by phone, instant messaging and electronic mail.



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8. The method for providing interactive, real-time call tracking and resolution management of claim 1 wherein the on-call board further comprises a selectable link to a member's assigned and open call tickets.

9. The method for providing interactive, real-time call tracking and resolution management of claim 1 wherein the plurality of additional functions include at least two of viewing personal electronic notes, viewing an organization chart, viewing an organization calendar, viewing a member's profile and viewing a ticket assigned to a member.

10. The method for providing interactive, real-time call tracking and resolution management of claim 1 wherein the communications options include at least two of a bulletin-board, electronic notes, instant messaging, voice over Internet Protocol (IP), electronic mail, dynamic electronic mail to a group of members, and a float board.

11. The method for providing interactive, real-time call tracking and resolution management of claim 1 further comprising the step of updating a member's primary contact phone number.

12. The method for providing interactive, real-time call tracking and resolution management of claim 1 further comprising the step of updating a member's profile.

13. The method for providing interactive, real-time call tracking and resolution management of claim 1 further comprising the step of sending an electronic notification to a customer with a link to the customer's call ticket to enable the customer to view a status of the call ticket.

14. The method for providing interactive, real-time call tracking and resolution management of claim 1 further comprising the step of sending an electronic notification to a customer when the customer's call ticket has been closed, the electronic notification including a link to a customer call ticket feedback form.

15. The method for providing interactive, real-time call tracking and resolution management of claim 14 further comprising the step of scoring each member's performance in responding to customer call tickets based on customer feedback forms.

16. A computer readable medium containing a computer program product for providing interactive, real-time call tracking and resolution management over a communications network, the computer program product comprising:

program instructions that provide an on-line call ticket request form for creating and submitting a call ticket for resolution;

program instructions that generate and display an interactive, on-call board user interface that identifies a plurality of members that are assigned and available to respond to a call ticket from a customer, a present status of each member and a primary contact number;

program instructions that automatically generate and display on the on-call board a plurality of icons representing communications options for each member based on the member's status; and

program instructions that provide a plurality of icons that are accessible to each member and that generate hyperlinks to a plurality of additional functions associated with call tracking and resolution.

17. The computer program product for providing interactive, real-time call tracking and resolution management of claim 16 further comprising program instructions that generate and display a dynamic permissions menu to a member.

18. The computer program product for providing interactive, real-time call tracking and resolution management of claim 16 wherein the dynamic permissions menu

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provides hyperlinks to call tracking and resolution functions that the member is authorized to view.

19. The computer program product for providing interactive, real-time call tracking and resolution management of claim 18 wherein the call tracking and resolution functions include program instructions that create a ticket, open a ticket, close a ticket, and archive a ticket.

20. The computer program product for providing interactive, real-time call tracking and resolution management of claim 18 wherein the call tracking and resolution functions include program instructions that generate a float board.

21. The computer program product for providing interactive, real-time call tracking and resolution management of claim 20 wherein the float board function includes program instructions that display a list of members grouped by status and an e-chat and a phone contact icon next to each member's name, which enable a selected member to be contacted by phone, instant messaging and electronic mail.

22. The computer program product for providing interactive, real-time call tracking and resolution management of claim 16 wherein the on-call board further comprises program instructions that enable a selectable link to a member's assigned and open call tickets.

23. The computer program product for providing interactive, real-time call tracking and resolution management of claim 16 wherein the plurality of additional functions include program instructions that enable viewing of at least two of personal electronic notes, an organization chart, an organization calendar, a member's profile and a ticket assigned to a member.

24. The computer program product for providing interactive, real-time call tracking and resolution management of claim 16 wherein the communications options include program instructions that enable at least two of a bulletin board, electronic notes, instant messaging, voice over Internet Protocol (IP), electronic mail, dynamic electronic mail to a group of members, and a float board.

25. The computer program product for providing interactive, real-time call tracking and resolution management of claim 16 further comprising program instructions that enable updating a member's primary contact phone number.

26. The computer program product for providing interactive, real-time call tracking and resolution management of claim 16 further comprising program instructions that enable updating a member's profile.

27. The computer program product for providing interactive, real-time call tracking and resolution management of claim 16 further comprising programs instructions that send an electronic notification to a customer with a link to the customer's call ticket to enable the customer to view a status of the call ticket.

28. The computer program product for providing interactive, real-time call tracking and resolution management of claim 16 further comprising programs instructions that send an electronic notification to a customer when the customer's call ticket has been closed, the electronic notification including a link to a customer call ticket feedback form.

29. The computer program product for providing interactive, real-time call tracking and resolution management of claim 28 further comprising programs instructions that score each member's performance in responding to customer call tickets based on customer feedback forms.

# **EXHIBIT “B”**

(12) **EX PARTE REEXAMINATION CERTIFICATE** (6991st)  
**United States Patent**  
**Matthews et al.** (10) **Number: US 6,865,268 C1**  
(45) **Certificate Issued: Aug. 11, 2009**

(54) **DYNAMIC, REAL-TIME CALL TRACKING FOR WEB-BASED CUSTOMER RELATIONSHIP MANAGEMENT**

6,611,498 B1 8/2003 Baker et al.  
6,732,188 B1 5/2004 Flockhart et al.  
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(75) Inventors: **Charles Terence Matthews**, Norcross, GA (US); **John Michael Domjancic**, Duluth, GA (US)

(73) Assignee: **Vtrax Technologies, Inc.**, Braselton, GA (US)

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*Primary Examiner*—Colin M Larose

**Reexamination Request:**

No. 90/010,348, Nov. 24, 2008

**Reexamination Certificate for:**

Patent No.: **6,865,268**  
Issued: **Mar. 8, 2005**  
Appl. No.: **10/051,477**  
Filed: **Jan. 16, 2002**

(57) **ABSTRACT**

A method and computer product for locating and tracking the status of call tickets, communicating both asynchronously and synchronously with online members within an organization through an interactive, web-based, on-call board application. Members are provided with access to static and dynamic organizational information with a multi-level access control. An on-call board display is driven by preset permissions, department settings, and member inputs. A member of the organization selects status options and inputs information that dynamically drives the on-call board for each refresh cycle. Members are set to different permission levels, thereby controlling access to various icons, links, features or functions. The display of the number of call ticket requests for a listing of members is integrated into the on-call board. This integration further allows for a visual display of current tickets that are assigned to each member. A float board provides links to electronic mail and phone numbers for each individual member. A dynamic mailing list enables instant selection of mailing recipients through a member sorting template. Customer feedback scoring is automatically generated for each member based on the satisfaction feedback input received from customers on closed call tickets.

**Related U.S. Application Data**

(60) Provisional application No. 60/261,421, filed on Jan. 16, 2001.

(51) **Int. Cl.**  
**G06Q 10/00** (2006.01)

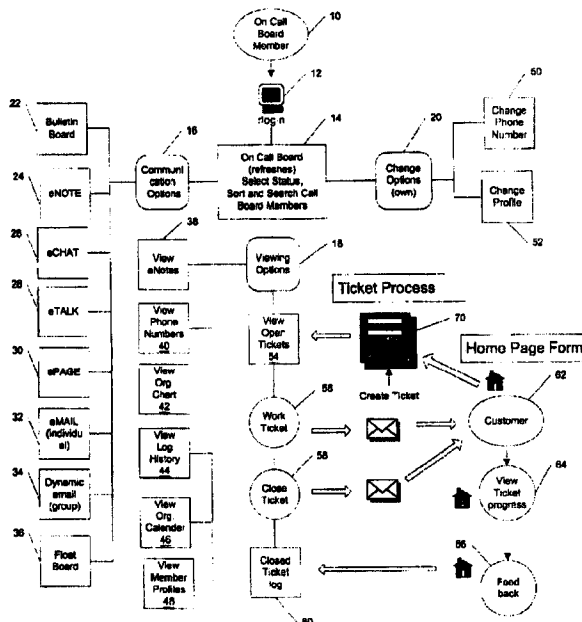
(52) **U.S. Cl.** ..... **379/265.09; 379/88.17;**  
**379/265.02**

(58) **Field of Classification Search** ..... None  
See application file for complete search history.

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**EX PARTE**

**REEXAMINATION CERTIFICATE  
ISSUED UNDER 35 U.S.C. 307**

THE PATENT IS HEREBY AMENDED AS  
INDICATED BELOW.

**Matter enclosed in heavy brackets [ ] appeared in the patent, but has been deleted and is no longer a part of the patent; matter printed in italics indicates additions made to the patent.**

AS A RESULT OF REEXAMINATION, IT HAS BEEN DETERMINED THAT:

The patentability of claims 1 and 16 is confirmed.

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Claim 18 is determined to be patentable as amended.

Claims 19–21, dependent on an amended claim, are determined to be patentable.

Claims 2–15, 17 and 22–29 were not reexamined.

18. The computer program product for providing interactive, real-time call tracking and resolution management of claim [16] 17 wherein the dynamic permissions menu provides hyperlinks to call tracking and resolution functions that the member is authorized to view.

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