



How many times have you forgotten an appointment and then been charged for not showing up?

Yes it can happen to the best of us. Yes, I should be more organised with my diary and yes they sent a paper reminder but I left it on my desk and had forgotten about it a day later. Organisations that rely on appointments with partners and customers must be loosing thousands of pounds per day in lost revenue and staffing inefficiencies. What can be done to resolve this? Listen to the clip below to find out for yourself!

This month we dive into the benefits of 'proactive customer contact' and how to best marry touchtone with speech to create one seamless automated customer experience.

We hope you enjoy the read.



Thanks,
Jessica Davies,
Editor, Talking up a Storm

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Monthly Insight



How can we marry touchtone with speech to create on seamless automated customer experience?

Quick story for you: George Campbell had been waiting months to have surgery on his knee. Much to his relief, he received a letter confirming his surgery date.

The day before surgery he was pleasantly surprised to receive an automated call from the hospital to confirm his appointment. Listen Here. The automated system firstly asked whether it was George on the phone and using a range of touch-tone options enabled the respondent to pause and resume the call. It asked George the relevant security questions such as month of birth and George was able to simply speak his answer.

George's hospital had successfully deployed a product called Appointment Confirmation, which reduced the rate of missed appointments whilst simultaneously reducing the manual resource required for making appointment confirmations. When he said he couldn't make it... [Read More](#)

Next month's Insight topic: Interactive Customer Surveys

Customer Spotlight



Stirling Council triples the number of post-call customer satisfaction surveys with speech automation

Alan Whisker, Customer Service Development Manager, required a flexible method to capture customer satisfaction levels in real time, something previously handled by live agents.

With our survey product, Questionnaire Builder, Stirling Council is able to carry out a post-call survey, at 1/5th of the cost of a live agent, to the 350,000 inbound phone calls they received annually. In-house personnel can develop and deploy all required surveys as well as monitor reports and results in real-time through the SpeechStorm web based control centre.

[Click here to go to the case study \(PDF\)](#)

What's going on in the world of phone self-service technology?



Biometric security to drive \$7.3 billion in five years

Over the next five years, systems with multitechnology, multivendor capabilities will drive adoption in both public and private sector applications. Matthew Miller looked at the results of research done by ABI. [Read More](#)

A Voice for Smaller Businesses

Running a smaller business is all about being flexible, available and often trying to appear larger than you actually are. Naomi Grossman has identified that a speech-enabled auto attendant can help a company achieve this. [Read More](#)

This Time, It's Personal

Ryan Joe recently highlighted the importance of the caller experience within contact centres. Vendors attest that automation should ideally help customers get what they want as quickly as possible, but is that always happening? [Read More](#)

What have we been up to?



Biometrics more popular than passwords

iTnews, July 9th, 2008

The majority of consumers are concerned about the security and use of Pins, passwords and 'secret' data used by bank call centres to verify identity. A survey carried out by voice biometrics SpeechStorm found that 61% of respondents expressed concerns about these forms of verification.

[Read More](#)

Low Consumer Confidence in Telephone Banking Security Measures Allayed by Voice Biometrics

London, UK – July 7th, 2008

SpeechStorm and Genesys Telecommunications Laboratories, an Alcatel-Lucent company (Euronext Paris and NYSE: ALU), have today announced the results of a new survey that investigated consumers' attitudes towards current telephone banking security measures and voice biometrics. The study found that 61% are concerned about the security of Pin, passwords and 'secret' data when used to confirm ID over the phone with a contact centre agent and 42 % of people using telephone banking believe their banks don't take enough security measures to prevent fraud or identity theft.

[Read More](#)

TechTalk Corner



Now for some technical talk for those IT readers out there. We had some questions put to our technical team the other day that went as follows:

- Q.) How would you detect that a caller is in a noisy environment where touch-tone would be appropriate?
- Q.) How do we go about migrating our touchtone infrastructure to speech?
- Q.) We currently have touch-tone call-routing in our contact centre and are looking to add speech functionality for some s specific transactions. Our IVR's are right across the business and cannot easily be changed. How would approach blending touchtone with speech?

If media gateways, IVR, CTI, voice biometrics, open-standards or project methodology terminology is your bag (or any other tech subjects), we'd definitely like to know! Why not submit any questions to us at techtalk@speechstorm.com

By the way, our responses to the above questions are available [here](#).

Events and Shenanigans



Archived Events:

Speaker Verification & Caller Authentication Stormcast with Genesys (web seminars) [Download here](#)

This one hour webinar discussed the potential of voice biometrics as well as exclusively unveil the finding of a recent survey carried out by SpeechStorm and Genesys Labs under the guidance of a lead researcher in speech authentication from the University of Ulster that gauges customer opinion of the technology.

Contact Us



If you would like to contact us with questions, comments or stories we would be delighted to hear from you; contact me at j.davies@speechstorm.com or Claire Conroy at c.conroy@speechstorm.com