



Being delighted with good customer service really makes you feel great, doesn't it? It just makes your life as a customer that much easier.

I received an automated courtesy call the other day to notify me of the status of my mortgage application. Not only did it put my mind to rest that it was still being processed, it meant I didn't have to call in, wait in a queue and get frustrated. I was impressed with their proactive approach to customer service, as was Charlie in our monthly insight below.

This month we discuss how outbound 'courtesy' calls and surveys can help differentiate the business and improve customer loyalty. We will also be discussing the topic at our joint seminar on 9th October, details below.

We hope you enjoy the read.



Thanks,
Jessica Davies,
Editor, Talking up a Storm

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Monthly Insight



Outbound courtesy call impresses golfing amateur

Quick story for you: Another wet summer. Charlie Savage had hardly been able to get out to perfect his golf game. He remembered the old boys at golf mentioning a new putter machine 'Nice Putt' sold by SmartSports and he thought it'd be a great solution to practice indoors. He called the company and using their speech automated Status Checker service was able to run a quick stock check on the Nice-Putt. To his dismay it was out of stock.

To avoid him continually calling, the automated system asked whether he'd like to be notified by phone when the item was back in stock. "Bloody Marvellous" he replied. The system even managed to understand that as yes!

Four days later the automated system called him back notifying him that the product was back in stock. It then asked him whether he'd like to go ahead and reserve the item. Charlie simply spoke his answers and was then transferred to the agent to complete the transaction.

Charlie was impressed, the company had gone an extra mile to ensure that he got the item that he wanted by a helpful outbound courtesy call ([listen here](#)) notifying him that the product was back in stock.

From a SmartSports perspective...[Read more](#)

Next month's Insight topic: Video IVR - adding the "Visual" to the self-service experience

Customer Spotlight



Northern Ireland Electricity now manage over 80% of account balance calls with a speech automated service

In order to address the key challenges being faced as a result of the introduction of the Single Electricity Market, Jim Clendinning, Supply Service Development Manager, worked with Northgate Systems and SpeechStorm to utilise speech recognition to automate some services provided through their contact centres.

Using Identification & Verification (ID&V) to pre-identify callers and Account Balance, a speech applications from SpeechStorm, callers are pre-identified by the system and can check their account balance without any agent intervention needed. NIE have been able to reduce the call centres queues and also have made their service available on a 24x7 basis.

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

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



Shopping for a Speech Solution Partner

Aaron Fisher, SpeechTag Mag, outlined the questions that organisations must first consider before they adopt a speech solution partner. Where and how can enterprises educate themselves on all of the elements contained in large, complex speech application and how should they go about selecting the right partners to help them implement their solutions. [Read More](#)

Customers recognise voice benefits

Call Centre Focus Online have discovered the importance of voice self-service in the UK. Customers are particularly comfortable with the use of outbound calls that use automated self-service or voice recognition, according to a survey. [Read more](#)

What have we been up to?



SpeechStorm Customer, Dixons Store Group Ireland, Shortlisted for a European Call Centre Award

SpeechStorm has today announced that its client, Dixons Store Group Ireland (part of DSG International Group), has been shortlisted as a finalist from several hundred entries in the Best Use of Technology category in the European Call Centre Awards 2008. [More here](#)

The National Blood Service's Speech Recognition Project Gets the Thumbs Up from Donors

SpeechStorm, has revealed that the National Blood Service (NBS) has successfully trialed its automated speech recognition solution efficiently guiding thousands of blood donors to make an appointment or handle a general enquiry. [More here](#)

Kainos Corner



What is our parent company up to?

Did you know that Kainos has an Enterprise Content Management Division. They have 45 ECM specialists that can design and implement document & records management, scanning & workflow and web content management solutions for organisations in any industry, big and small. These solutions have helped to improve operational efficiency, eliminate paper, and give employees the information they need to service customers better. [Read about their latest success story at Cushman & Wakefield.](#)

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 can we manage the speed of the outbound calls and assess the responses?
- Q.) What if the caller is not available but had an answering machine device?
- Q.) I understand that simple enquiry calls are ideal for speech self-service, but how do we ensure that callers cannot hear other peoples information?

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



Forthcoming events:

October 9th, London - Intelligent Customer Front Door Roadshow. Genesys, IBM and SpeechStorm have teamed up to gather the essential technical and business insights you need to consider iCFD for your organisation. To register and view the full agenda for this seminar [click here](#) . [Email us](#) for updates

Archived events:

Tuesday 5th August 08 - The Value of Proactive Customer Contact. Adopt a proactive customer contact strategy using outbound specific-enabled technology to notify, remind and message your customers at a fraction of the cost of your outbound agents! [Email us](#) for updates

July 2nd, London - Voice Biometrics Breakfast Briefing. – this short briefing will unveil the results of our latest consumer survey around attitudes to voice biometrics and kick off an open debate. Each attendee will receive a copy of the full survey results. [Email us](#) for updates

Contact Us



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