



# Talking Up a Storm...

Issue 5, October 08



## They say a picture can paint a thousand words...

Introducing the “show” into an equation creates impact in any communication. (Proof: Even my editor photo has proved to be more memorable amongst colleagues than the content of this newsletter!)

Until now, contact centres have only been able to engage in the “tell and listen” portion of the exchange. Now, with feature-rich 3G phones, contact centres can introduce a visual aspect to customer transactions as Sally discovered in our monthly insight.

This month we introduce visual IVR and how it can provide the mobile user with an enhanced customer experience. Our live visual IVR demo to the audience at our joint IBM and Genesys seminar in London a few weeks ago went down a storm (no pun intended). If you missed it, don't fret, just ask us for a copy of the slides.



We hope you enjoy the read.

Thanks,

Jessica Davies,

Editor, Talking up a Storm

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## Monthly Insight

### Video IVR – adding the “visual” to the self-service experience



Quick Story for you: Sally and the girls were off to New York for a weekend of Christmas shopping, shows and girly nights out. Whilst waiting at the airport Sally went over a check list in her head:

Tickets = Check  
Accommodation = Check  
Travel Insurance = Check  
Sort money = ...she forgot to pay her credit card bills

Oh no! It was the end of the month and they would be overdue when she got back!

Sally's bank had recently implemented a new system which allowed her to pay her bills by simply making a video phone call on her 3G phone.

Visual IVR adds a new dimension to how customers can interact with business. Callers get a rich multimedia experience that will dramatically reduce the time to complete transactions while providing the flexibility of transacting with an organisation in a manner and at a time that suits the customer. These services are delivered to any 3G handset and all it requires is a simple phone call. Sally picked up her 3G handset and made the call...[Read More](#)

Next month's Insight topic: The phone self-service of tomorrow.

## Customer Spotlight



### **The National Blood Service Donors report 90% confidence in NBS Speech Recognition Trial**

Ian Hamerton, Contact Centre Manager, originally had his doubts about the appropriateness of speech recognition for the NBS but as standards improved and consumers became more accepting of using speech, he decided that it was time to offer the service to customers in a continuing attempt to improve customer service levels.

Using a call routing product (Information Line) and Questionnaire Builder the NBS was able to randomly select callers across hundreds of thousands of donors to gather their views and opinions of the new speech recognition service.

"Offering speech to a random cross section of our customer base and then checking their satisfaction levels is a very independent and true yard-stick by which to measure its success and we have been delighted by the overwhelmingly positive feedback our customers have given to the new service." [Read More](#)

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



### **Speech Rec: The New Leader of Automated Voice?**

Newsfactor.com has looked at how speech rec can bolster customer's experience with automated voice methods. Speech rec can also enhance CRM by permitting customer personalization. [Read More](#)

### **Returning the Personal Approach to Customer Service through the Intelligent Customer Front Door**

Most of us have had a great customer experience somewhere. It may or may not have been with a contact centre, but everyone has had a good experience at some point. On the 9th October SpeechStorm ran a joint event with Genesys and IBM around offering Intelligent Customer Service for the customer front door of your business. [Read More](#)

## What have we been up to?



### **SpeechStorm Partner, eircom, Wins Prestigious Inspired IT Award**

October 20th, 2008

SpeechStorm has announced that its strategic partner, eircom, was awarded the top prize in Telcoms, Media & Technology category at the recent Inspired IT Awards ceremony in Dublin's Mansion House. eircom won the award for the development and implementation of a managed speech enabled business solution for AIB.

[Read More](#)

### **Consumer Seven Times More Likely to Respond to an Outbound Speech-Enabled Call than SMS – According to Environment Agency Survey**

Call Centre Clinic, September 23rd, 2008

The Environment Agency commissioned the survey to contact a selection of its small business customers and measure the effectiveness of SMS messaging versus outbound phone messaging to raise awareness of their internet services.

[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 can video enhance an IVR system?
- Q.) How do these applications differ from a mobile based web pages or flash applications?
- Q.) Are these video calls provided using the 3G data channel or how do they work?

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](mailto:techtalk@speechstorm.com)

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

## Events and Shenanigans



### Archived 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.

Missed the event? [Email us](#) for updates

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](mailto:j.davies@speechstorm.com) or Claire Conroy at [c.conroy@speechstorm.com](mailto:c.conroy@speechstorm.com)