



So do we! But we don't enjoy phoning them so much.

There are some mundane type transactions we think are optimum for speech automation and some we think need sparing and that includes a cinema line. "Quantum of Solice: An action adventure starring Judi Dench, do you want this film? "Ghost town..would you like this film? No! (big sigh)

Well there's now an alternative on the horizon that means no more waiting for 13 film options to be read out. It displays the IVR on your mobile phone instead!

This month we again cover Interactive Voice and Video (IVVR) or in our words 'visual IVR' and how it can provide customers 'on the move' an added value service delivered as an easy to use, intuitive and branded experience.



We hope you enjoy the read.

Thanks,

Claire Conroy,

Editor, Talking up a Storm

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Monthly Insight



Quick story for you: Bob turned off his computer at 7pm, 'Ugh another 12hour day!'

His 3G mobile phone started beeping with a reminder. Tonight was his bonding night with kids and promised to take them to the cinema! Bob was barely out of the office and he was late already. He had to catch his train, pick a film, book the tickets and collect the kids. How was he going to fit this all in?

Whilst sat on the train Bob picked up his mobile and dialled his local Showcase cinema with dread. The last time he tried to call he had to frustratingly wait for the speech IVR to run through all the films until it got the one he wanted. He was already late!

To his surprise, the cinema had a new Cinephone service. Through making a simple video call on his phone he was able to see the film options on his mobile handset instead of waiting for them to be read out, he was even able to watch a full trailer before making his booking! Great, tickets booked in half the time.

Cinephone is an application that allows the booking of cinema tickets using visual IVR. The use of video provides a rich compelling way for the user to find information about films and even shows the full trailer. Try the Cinephone service line now. Call 028 9057 2070 and select option 1 for 'Cinephone', select 'Find Film' and then 'Ice Age'.

[Read More](#)

Next month's Insight topic: Pre-Christmas Rush: Effectively Managing Seasonal Call Spikes

Customer Spotlight



SITA's Premier Customers Get the Personal Touch with SpeechStorm's Self Service

How could SITA provide equal benefits to customers and corporate accounts at the same time?

Maureen Oakes, Manager of SITA Solutions' sub-contract team, had to find a way to kill two birds with one stone. "This new service has delivered dual benefits; our customers have responded very well and feel empowered that they can talk directly to the operational team at their local depot; and the depots are now much more attuned to the needs to the customers as they are dealing with them first hand."

Using SpeechStorm's 'Locate & Connect' application SITA incorporated over 1,800 locations within the UK and Ireland providing the ability for corporate account customers to state their location and be connected to their closest SITA depot.

[Read More](#)

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



Building Tomorrow's Virtual Contact Center Today

Wes Hayden, CRMBuyer News, has predicted the prosperous future contact centres. Many people don't realize that a revolution is taking place in the contact center as a result of self-service. Interactions that require standard scripting and basic answers are now being handled as self-service via the Web, or speech-enabled interactive voice response systems (IVRs). Both these services decrease the time agents spend dealing with routine customer interactions. [Read More](#)

Know What Your Customers Really, Really Want

Adam Boretz, SpeechTech Magazine, identified the true needs of customers. Understanding customer experiences and customer desires are among the practical insights crucial to driving call center self-service, said John McDonald in his keynote address today at Nuance's Conversations 2008 at the Rosen Shingle Creek Resort here. [Read More](#)

What have we been up to?



Comet Standardises on SpeechStorm to Deliver World Class Speech Self Service

October 22nd, 2008

SpeechStorm has today announced that one of the UK's largest electrical retailers, Comet, has standardised on SpeechStorm's speech solutions to offer a more efficient and personalised customer service experience to its vast base of customers. Celebrating 75 years in business this year, the electrical giant will benefit from SpeechStorm's extensive knowledge in creating sophisticated speech self-service solutions that transform customer care. [Read More](#)

SpeechStorm Partner, eircom, Wins Prestigious Inspired IT Award

October 20th, 2008

SpeechStorm has today announced that its strategic partner, eircom, was awarded the top prize in the Telecoms, 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](#)

Kainos Corner, what has our parent company been up to?



FBD Website Reaps Immediate Rewards

November 12th, 2008

Kainos, a leading IT consulting company, has today announced that FBD Insurance plc, one of Ireland's largest and longest established insurance providers, is enjoying early success with its new customer-focused, interactive website following a 4 month intensive project with Kainos's web design and development team. [Read More](#)



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.) Ok, so the technology is continually getting better, how is this going to change public perception?
- Q.) I can see the business benefits, but why would a caller want to use it?
- Q.) Will Speech ever become natural enough that people won't know the difference from a live person?
- Q.) Can visual IVR and speech applications be combined?

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



Upcoming events:

Weather the Storm during the Credit Crunch: How Phone Self-Service Technology Can Help

When: Thursday 4th December 08

Where: Delivered to your desktop via GoToWebinar

Description: As the sluggish economy, businesses are rethinking their cost-cutting and customer service strategies. The burning question is how to improve the efficiency and responsiveness to customers while containing costs. Dixons and SITA Suez have managed to achieve this, so now it's your turn! If this is part of your remit for the New Year then give yourself a refresh. Join us for a one hour web seminar that will help you assess what phone self-service technologies are a good fit for your business whether it's SMS, touch-tone, speech or visual IVR.

Hosted By: Brendan McCarthy, Director, SpeechStorm

Registration: [Click Here](#)

Intelligent Customer Service is Everything

When: Thursday 5th February 09

Where: Kainos Offices, Dublin

Description: This face-to-face seminar is an extension of the highly successful Genesys intelligent Customer Front door Webinar series (iCFD) and the perfect opportunity to gather the essential technical and business insights you need to consider iCFD for your organisation.

Hosted By: SpeechStorm, Genesys and IBM

Registration: [Click Here](#)

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.

[Email us](#) and we will send you a copy of the slides

August 5th, London - 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 the slides

July 2nd, London - Speaker Verification & Caller Authentication - 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.

[Email us](#) for the slides.

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 c.conroy@speechstorm.com or Jessica Davies at j.davies@speechstorm.com