



## There's a cure for that hangover!

It's that time of year. Your customer service phone lines are flooded with customers waiting on hold to find out if that product is back in stock or the status of their delivery. Christmas arrives. Then a moment of calm. Unfortunately only temporary as the post Christmas call spikes hit with a rush of people returning presents that don't fit, don't match, don't work or simply aren't wanted. It's like that bad hangover that just never seems to go away.

During these challenging times it is vital that businesses like yourselves rethink cost-cutting and customer service strategies. This month we cover how businesses can ensure processes are streamlined and efficient by selecting the right channels to serve their customers without compromising service levels.



We hope you enjoy the read.

Thanks,

Claire Conroy,

Editor, Talking up a Storm

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## Monthly Insight



**Quick story for you:** Call Centre agent Katie hung up the phone after another mundane and routine call serving a customer for her mail order employer CreativeGifts Direct.

She had just spent over 20 minutes helping out a customer where more than half that time was spent answering routine questions to identify the caller and their needs. Helping out the customer wasn't the problem, the problem was that it was almost 5pm and there were over 100 callers in the queue still and the worst was yet to come with the holiday season looming.

Fortunately for Katie, her employer had just deployed a speech recognition system (in under 6 weeks) that would handle the mundane identity questions and enable her to concentrate on more complex, revenue generating calls.

With SpeechStorm's Identification & Verification application, CreativeGifts Direct was able to cut calls to half the time and leave the agents to handle more complex issues.

[Read More...](#)

## Customer Spotlight



### Comet Standardises on SpeechStorm to Deliver World Class Speech Self Service

Comet were looking for a phone self-service provider partner to help deliver a broad-based customer improvement programme. Simon Parkinson, General Manager of Customer Information Centre at Comet, felt that speech self-service is a powerful technology that can help better their customer service. Comet deployed two SpeechStorm speech recognition applications, Store Locator and Delivery Enquiry.

[Read More](#)

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



### Will biometrics measure up to the future?

Who could forget the scene from John Woo's 1993 B-movie "Hard Target," where an imprisoned Jean-Claude Van Damme burns off the skin on his index finger, attaches it to an impromptu mechanical contraption and booby-traps it to hit the scanner at precisely the scheduled time each morning, so that his captors don't notice his escape? [Read More](#)

### UK consumers taking to voice recognition in call centres

New research from Harris Interactive reveals that six in ten consumers are less than 'satisfied' with their interactions with customer service departments. The top two complaints are agents that are difficult to understand due to language barriers and that it takes too long to speak to a live agent. Almost half of respondents would prefer using a speech automated system to struggling with an agent they can't understand. [Read More](#)

## What have we been up to?



### SpeechStorm is First to Market with Video Self-Service on a 3G Mobile

London, UK - December 8th, 2008

SpeechStorm, the specialist provider of phone self-service solutions for contact centres, has today extended its IVVO™ phone self-service suite with the launch of a new range of Visual IVR applications, that will transform the way in which consumers interact with their service providers and open a new revenue stream and customer service enhancement channel for businesses. [Read More](#)

### Some really exciting news at the SpeechStorm HQ!

Last week we extended our existing IVVO™ phone self-service portfolio with the launch of a new suite of Visual IVR applications.

For more information about Visual IVR (otherwise known as Interactive Voice and Video Response) please visit us [here](#).

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



### Empowering teams: knowledge transfer in a successful EDRM implementation

The endgame in a successful EDRM roll-out? A self-sufficient team, who know how to get the best from their new EDRM system, are empowered to make informed decisions about future needs and are happy to show the consultants the door. Deirdre O'Neill of Kainos has some steps to making it happen.

[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.) What have some of your clients done to manage the seasonal ramp of customer calls over the festive period?
- Q.) How have the callers reacted to the introduction of self-service?
- Q.) Is the adoption of automation only being driven by seasonal spike in call volume?

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:

#### ***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: [Email Us](#) for more information

**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

## 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 [c.conroy@speechstorm.com](mailto:c.conroy@speechstorm.com)