



Talking Up a Storm...

Issue 8, January 09



Well sorry for the delay folks this month. Not only is it January, a depressing month (dark evenings, drizzle, post Christmas debt...) but it has now been confirmed, we're officially in a recession!

It's not all bad news at SpeechStorm HQ. We've been kept busy meeting with companies looking at phone self-service as cost cutting strategies are appearing high on the agenda again.

On another positive note, we've been helping a local NHS trust to speed up the process of managing emergency response through the adoption of speech. Read our article below.

We hope you enjoy the read.



Thanks,

Claire Conroy,

Editor, Talking up a Storm

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Monthly Insight



Quick story for you: Emergency Response Emily is swamped with work! Emily is responsible for all emergency details that come from the switchboard detailing who has responded and what their ETA (estimated time of arrival) is. She then types the details into a spreadsheet and emails the report to the incident manager. Here's the problem: the incident manager's mailbox is inundated with these emails so the information is often delayed.

How can the hospital speed up the process of managing emergency response and reporting more efficiently?

The hospital needs to create an emergency respondent system that is seamless and reliable. The solution should be user-friendly so that Emily will be able to easily manage and avoid having to do any manual reports. This would free up her time to deal with other areas of emergency response management.

SpeechStorm's Emergency Management Solutions ticked all the boxes and more. The solution enabled the emergency response staff to quickly respond and provide information using speech recognition during an emergency. Therefore, they were better able to utilise staff during a state of emergency because all the response handling and reporting was now fully automated.

The SpeechStorm Emergency Management Solutions also enabled the hospital to undertake other areas. [Read More](#)

Customer Spotlight



SpeechStorm and eircom's award-winning speech solution for AIB

How can you cut call-handling times, free up staff to focus on core activities as well as enhance services to your key business customers?

eircom and AIB have collaborated to deliver one of the most innovative applications of technology in the Irish banking sector. Using a powerful speech recognition solution, developed by SpeechStorm, AIB were recently awarded top prize in the Telecoms, Media & Technology category at the prestigious Inspired IT Awards.

[Read the article by The Irish Independent here](#)

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



Speech Recognition: It's Like Software Understands, Um, Language

EU researchers have taken speech recognition to a whole new level by creating software that can understand spontaneous language. ScienceDaily shows how automated speech recognition has revolutionised customer relations for banks, allowing them to respond quickly and with less staff to more low-level queries. [Read More](#)

Forrester Report Offers Strategies to Cut Service Costs And Increase Sales

A new report by Forrester Research offers several strategies that will help companies cut costs and at the same time boost revenues by improving customer service. Brendan Read, TMCnet, analysed the customer service at contact centers. [Read More](#)

Contact Centers and the Recession: Emerge as a leader

How is the current economic news playing out in your contact center? David Powis of Internet Telephony has been discussing the topic with clients and has revealed several ways to help your contact centre through these difficult times. [Read More](#)

What have we been up to?



Ireland: AIB, eircom and Dixons to Present at Forthcoming SpeechStorm and Genesys Seminar

Dublin, Ireland, January 27th, 2009 SpeechStorm and Genesys are hosting a seminar entitled 'Customer Service is Everything' at the Guinness Storehouse in Dublin on Tuesday 24th of February. AIB, eircom and Dixons Store Group International (DSGI) are confirmed speakers at the event which will explore how companies can offer their customers an Intelligent Customer Front Door (iCFD) for their business. [Read More](#)

Helping business through technology innovation

Peter McGuire of the Irish Times recently commented on the benefits of new IT developments to an organisation. eircom took the top prize in the category with the help of SpeechStorm. They developed speech-enabled branch banking for AIB, which delivers standardised processes ensuring consistency of customer experience in all of the bank's branches. [Read More](#)

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



Havant Conquers its Paper Mountain

Kainos has delivered an integrated eDRM system that reduces storage, increases efficiency and will drastically reduce the effort to respond to Freedom of Information requests at Havant.

[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 reliable is SpeechStorm's Emergency Responder?
- Q.) Do I have to use a pager and where do I maintain the pager lists?
- Q.) Where do I generate my reports?
- Q.) Are there any other SpeechStorm products that I can use to send out emergency messages?

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:

GSMA Mobile World Congress

When: Monday 16th Feb - Thursday 19th Feb 09

Where: Fira Montjui, Barcelona, Spain

Description: We will be demonstrating our latest 3G voice and video applications at the world's largest exhibition for the mobile industry which attracts around 50,000 attendees. Come and see us at the Invest Northern Ireland stand in Hall 1, Stand 1E68.

Agenda & Further Information: [Click Here](#)

Registration: [Click Here](#)

Intelligent Customer Service is Everything

When: Tuesday 24th February 09

Where: The Guinness Storehouse, 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 for iCFD in your organisation.

Hosted By: SpeechStorm and Genesys Labs

Agenda & Further Information: [Intelligent Customer Service Event Details](#)

Registration: [Click Here](#)

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