







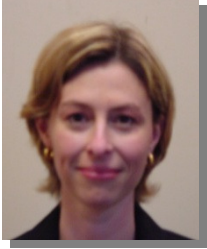




Customer Experience in Speech Technology – February 12, 2008 - Abstracts

  <p>Tom Houwing, Director</p>	<p><b>Interactive Voice Response as an Additional Customer Contact Channel</b></p> <p>Born in the Netherlands, Houwing is considered to be one of the most prominent experts in the field of voice user-interface design. The potential of speech recognition today – how can you win customer approval and gain positive user experience? This is a talk about voice automation and professional voice user interface design. Applications based on voice recognition always build on human-machine interaction, where the calling party will be given acoustic information and control the system with spoken input. The voice user interface (VUI) is the interface between caller and voice application. The design of this interface must be carefully planned and implemented to cover all necessary features in an intelligent way and align them with the caller’s expectations. While business models initially determine the framework for the automation processes, it will be the VUI that’s responsible for the end user’s approval and thus offer a swift return of investment.</p>
  <p>Catherine De Baets, Marketing Manager <i>Belgacom Call Center</i></p>	<p><b>Personalized customer care attendant</b></p> <p>In 2005, our critical business objective was to transform the static script based IVR to a dynamic environment which can react very agile on the rapid changing market in the sales, marketing and complaint handling domain.</p> <p>To do this, following key success factors were identified:</p> <ul style="list-style-type: none"> <li>• Behaviour of menus/options based on customer profile</li> <li>• Time to market: rapid setup/release cycle for new menu/options and enhancements</li> <li>• Open interfacing with backend data sources</li> <li>• Text To Speech</li> </ul> <p>Since 2006 on we build CRM powered customer friendly IVR menus and basic applications with text-to-speech functionality which build up Customer Satisfaction and loyalty, improve productivity and reduce costs.</p>
 <p>Francis Bodson, CIO-CTO</p>	<p><b>Julie confirms the details of you order for video on demand</b></p> <p style="text-align: center;">Abstract available soon</p>

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  <p>Valérie Nève Contact Center Manager</p>	<p><b>New automated services in technical assistance call center</b></p> <p>Leroy Merlin, the French number 1 and international leader in “Do-it-yourself” and home improvement retail, operates a Technical Assistance contact center to assist their customers all along the sales cycle, from advices in their early project definition to technical product helpdesk. In 2007, Leroy-Merlin undertook a large call center improvement project, including a new telephony platform, a CTI solution, a self-service IVR, all integrated with a brand new tailor-made CRM application. Valérie Nève, manager of the Leroy-Merlin Contact Center, will share her experience in the implementation of the new self-service IVR application, used among others to identify callers, to qualify call reasons, to publish dynamic information, to access personal records, and to manage call back requests.</p>
  <p>Guido Vermeire, Projects &amp; Technical Support Manager Belgacom</p>	<p><b>Speech Recognition Application in Directory Services, Lisa 1234</b></p> <p>Belgacom, one of the european leader in telecommunications providers, deployed “Lisa 1234”, an automated multilingual directory assistance service in Belgium since 2004. It provides a speech-enabled solution to access listing information via telephone, in the two official languages in Belgium, Dutch and French: this is the broadest current application developed in Belgium as regards speech recognition. Lisa, the human and friendly interface, avoids customer to speak with a robotic voice and served about 10 million people until today. Guido Vermeire, Projects &amp; Technical Support Manager, will present the way that Belgacom wished to meet the market needs by offering an alternative and innovative approach, and share his experiment by looking forward at these 3 years exploitation project.</p>
  <p>Hans Van Hauteghem, Manager of the Product Development Group</p>	<p><b>The weather today is variable, TTS is not</b></p> <p>The Royal Meteorological Institute, together with The Ring Ring Company, offers a service to the public by phone using Text-to-speech.</p> <p>This speech technology where a digital text is converted to a spoken message enables the RMI to improve the quality and speed of their service. All the 0900-numbers are immediately updated as soon as the most recent forecast is available.</p> <p>Ring Ring and the RMI worked together to generate grammatically correct messages by adapting the vocabulary to the very specific terms and abbreviations used by weather forecasters.</p>

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