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SpeechTEK Europe takes place in London next week - 26 & 27 May. **Press passes** for the launch of this new speech technology forum are limited and so your early application is advised. Apply for your press pass now at SpeechTEK Europe's Press Zone:
www.speechtek.com/Europe2010/PressZone

SpeechTEK Europe: industry and consumers divided on speech technology

Growth in the uptake of speech technologies may be impressive - with the global market expected to reach some $78 billion this year - but industry and consumer opinion remains divided about the technologies and their applications, according to new statistics to be released at next week's SpeechTEK Europe.

According to findings from the Speech Alignment Index, 46% of UK consumers would prefer to use online self-service with only 16% choosing to use phone self service, whilst 36% of UK consumers don't see any benefit to using an automated system when calling a contact centre.

Whilst the majority of consumers recognise that the primary reason that businesses deploy automated services is to save money, it's clear that the industry must address this apparent cool response if the continued roll out of speech technologies is to live up to customer expectation.

Yet analyst Martin Dove remains buoyant about the future,

"*More organisations are using speech self service to improve the customer service experience than deliver cost savings.*" He comments, "*...and nearly half of organisations surveyed said they have plans to increase their use of speech self service in the coming 36 months.*"

Martin Dove of Dimension Data is taking part in SpeechTEK Europe's session on "The Future of Speech in Europe" and presents the latest findings and forecasts from the Speech Alignment Index, which measures consumer, vendor and enterprise perceptions of speech self service.

Also at next week's two-day conference and expo: the latest in high definition voice to improve real time conversation; avatars – the latest uses for speaking digital assistants, plus the winners of SpeechTEK Europe's Avatar Challenge competition; speech on the move with SMS and voicemail messaging; voice and video – applications for the latest tech combination; exhibition of the latest products and services to hit the speech tech market; keynotes from UK government advisor and strategist, Charlie Leadbeater, and language technology specialist and renowned industry expert, Wolfgang Wahlster.

SpeechTEK Europe takes place at London's Copthorne Tara Hotel next week on 26 & 27 May. Registration for both conference and free entry exhibition is at www.speechtek.com/europe and organisers, Information Today, are offering 40% discounts for multiple registrations from a single organisation.

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About SpeechTEK
Launched in 1995, the SpeechTEK Exposition and Educational Conference (www.speechtek.com) is recognised worldwide as the industry's premier event focusing on products, services, applications, solutions, and innovations using speech technologies. The trade show and educational conference attracts a global network of speech technology providers and enterprise network customers who develop and implement speech solutions. The 2010 New York event takes place on 2 – 4 August at the city's Marriott Marquis.

About Information Today
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