Service Provider Speech Strategies

Monday, August 7, 2006
New York Marriott Marquis
10:00 a.m. – 10:45 a.m.

- Dan Miller, Senior Analyst & Founder, Opus Research, Inc.
- Avery Glasser, Analyst, Opus Research, Inc.
The Transformative Vision: What’s Working Now

Dan Miller
Opus Research, Inc.

August 7, 2006
Opus Research

- Founded in 1985
- Coined the term “Conversational Access Technologies” (CAT)
  - Automated speech
  - Enhanced routing
  - Multimodal self-service
- CAT Evolving
  - Real-time communication
  - Service-oriented architecture
  - Presence
The Big Picture
Upcoming Research

- Voice ASP Best Practices
- Speech-based Search: Emerging Business Models
- Speaker Verification Update: More than just a Second-Factor
- Teleservices DataBook
- CAT and Unified Communications
Metrics for the Coming Years

2000

- **Metrics**
  - Call Containment
  - Agent Productivity
  - Return on Investment

- **Functions**
  - IVR
  - E-mail
  - Enhanced Routing

- **Building Blocks**
  - Directed Dialog
  - Packaged Applications
  - Custom Scripts

2010

- **Metrics**
  - Customer Satisfaction
  - Problem Resolution
  - Return on Investment

- **Functions**
  - Conversational Access
  - Collaboration
  - Web Assist

- **Building Blocks**
  - Natural Language
  - Reusable Components
  - XML and plug-ins
Hosting: Speech’s Best Kept Secret

- Enterprise spending on automated speech split 51/49 between premises-based and third-party
  - Speech following a Web-like model
  - Fueled by growth of IP-Telephony and VoIP
  - Tempered by organizational and technical ‘architectures’

- Spreads licensing costs across multiple tenants and applications
Reality Check

- **Selection Criteria Survey July 2006**
  - Sample of contact center professionals
  - Ongoing monitor (premises, outsourcing...)
  - Partnered with Sterling Audits

- **Objectives**
  - Discover companies using outsourcers
  - Attach weights to the factors that mold decisions
  - Future topics: Who decides? Role of IT?...
Stealth Nature of Outsourcing

- Small percentage of firms claim to use outsourcers
  - 12% actively outsourcing
  - 12% evaluating outsourcing options
- Named third-parties represented all options
  - VoiceXML pure plays
  - Telco affiliated host services providers
  - Hybrid teleservices companies
Large Majority of “D-I-Y”ers

- 63% design and deploy own applications
- Only 15% lean on service providers for “turnkey” design, development and deployment
- Testimonial to the recognized value of internal staff
Ranking Selection Criteria

Please rank the following criteria when considering a hosting vendor selection:

- Brand/reputation
- Speed-to-deploy/change apps
- Price
- Support of preferred ASR/TTS/CTI vendor
- Features/functionality
- Professional services
- Tools
- Reliability
- Support of standards (VoiceXML, MRCP, Java)
What’s Really Important

- Buyers “evaluating options”:
  - Price**
  - Reliability
  - Features/Functions
  - Speed to deploy/change applications
  - Brand/Reputation**
  - Tools
  - Support of preferred ASR/TTS vendor
  - Support of Web standards
  - Professional services**
What’s Really Important

- Premises-based considerations:
  - Reliability
  - Price**
  - Features/Functions
  - Support of Web standards**
  - Speed to deploy/change applications
  - Tools
  - Professional services
  - Brand/Reputation
  - Support of preferred ASR/TTS vendor**
What’s Really Important

Third-party service users:
- Features/Functions
- Reliability
- Price**
- Speed to deploy/change
- Tools
- Professional services**
- Support of preferred ASR/TTS vendor
- Support of Web standards
- Brand/Reputation
Copy of Opus Research Key Findings

For a complimentary copy of key findings and slide presentation of buy-side selection criteria, please email:

librarian@opusresearch.net
10:45 a.m. – 12:00 Noon
“Outsourcers Speak Out: View from the Buy Side”

- **Kathy Ritonya**, VP, Client Services, West Interactive Corp.
- **Jeff Knight**, Director of IT, CTI Development, DIRECTV
- **Mike Uhlenkamp**, Senior Call Center Technology Specialist, DIRECTV

- Moderator:
  - **Dan Miller**, Senior Analyst, Opus Research
  - **Avery Glasser**, Analyst, Opus Research
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1:30 p.m. – 2:15 p.m.
“SOA or SOL or ‘Are Service Providers Necessary?’”

- **Brian Garr**, Program Director, Enterprise Speech Solutions, IBM
- **Steve McElderry**, Manager, Contact Center Business Unit, Cisco Systems, Inc.
- **Albert Kooiman**, Group Product Manager, Speech Server group, Microsoft Corp
- **Tom Hanson**, Senior Product Manager, CRM Self-Service Solutions, Avaya
- **Charles Delacey**, Senior Manager, CPI Systems Engineering, Verizon Business

- Moderator:
  **Avery Glasser**, Analyst, Opus Research
2:15 p.m. – 3:00 p.m.
“Merging Customer Care and Service Delivery: New Telco Platforms”

- **Juan Ceballos**, CTO, Ydilo
- **Nitin Krishna**, Director of Product Development, INFONXX
- **Susan Wilson**, Director of Business Development DA and Premium Services, Nuance
- **Marcello Typrin**, Director of Product Management, Tellme

- Moderator:
  - **Dan Miller**, Senior Analyst, Opus Research
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3:15 p.m. – 4:00 p.m.
“What To Feed the 80 Pound Gorillas: Strategies for SMEs”

- Prem Uppaluru, President & CEO, Transera
- Steven Pollock, Executive Vice President & Co-Founder, Tuvox
- John Hibel, VP of Marketing, Voxeo

Moderator:
Dan Miller, Senior Analyst, Opus Research
4:00 p.m. – 4:45 p.m.
“Planet of the Apps”

- **Beatriz Infante**, CEO, VoiceObjects
- **Brendan Treacy**, CEO, Vicorp
- **Mike Bergelson**, President & CEO, Audium

- Moderator:
  
  **Avery Glasser**, Analyst, Opus Research
4:45 p.m. – 5:30 p.m.
“CEOs Survey: No Smooth Seas Here!”

- **Terry Gold**, CEO, Gold Systems
- **Bill Andrews**, VP and General Manager of Self-Service Speech Solutions, Convergys
- **Bruce Pollock**, VP, Professional Services, West Interactive Corp.
- **Mark Flanagan**, President & CEO, Envox

- **Moderators:**
  - **Dan Miller**, Senior Analyst, Opus Research
  - **Avery Glasser**, Analyst, Opus Research
Thank You!

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