

VOX 2006

# Service Provider Speech Strategies

Monday, August 7, 2006  
New York Marriott Marquis

10:00 a.m. – 10:45 a.m.

**“The Transformative Vision: What’s Working Now”**

- **Dan Miller**, Senior Analyst & Founder, Opus Research, Inc.
  
- **Avery Glasser**, Analyst, Opus Research, Inc.

# The Transformative Vision: What's Working Now

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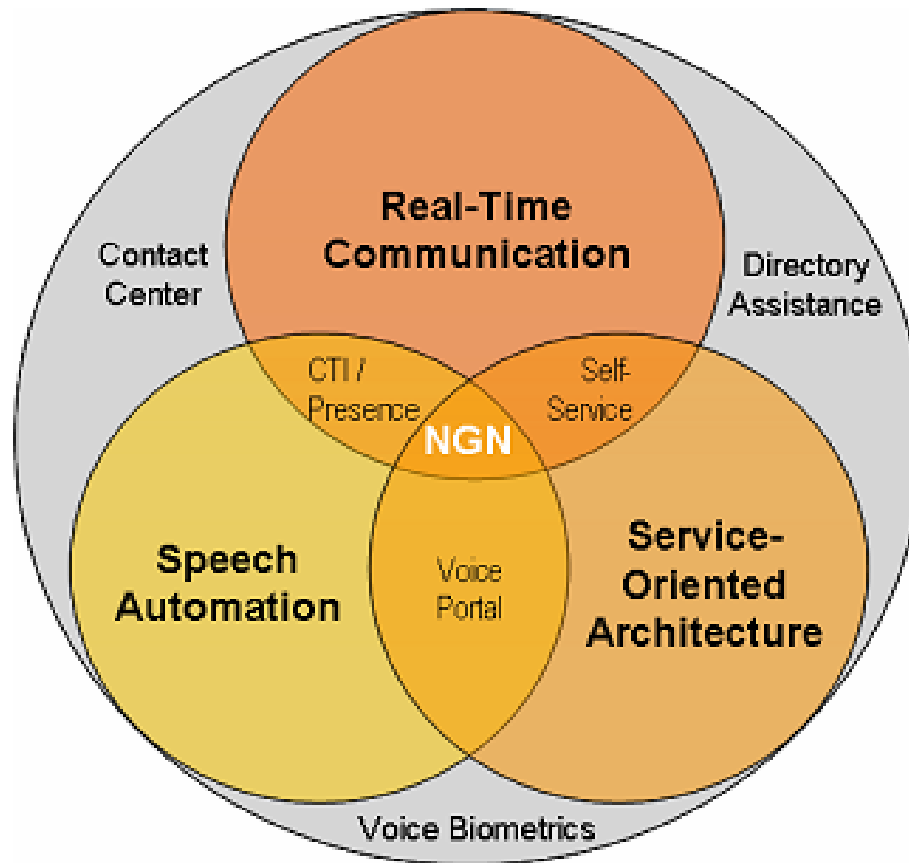
Dan Miller  
Opus Research, Inc.

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](mailto: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

12 Noon – 1:30 p.m. – Lunch Break

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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

3:00 p.m. – 3:15 p.m. – Afternoon Break

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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, Envov
- Moderators:
- Dan Miller**, Senior Analyst, Opus Research
  - Avery Glasser**, Analyst, Opus Research

# Thank You!

Opus Research, Inc.

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