

# SpeechTEK | 2006

The Voice Solutions Showcase



**Empower**

# Some travel companies using speech in their customer service

- Aer Lingus
- American Airlines
- Amtrak
- **Carlson Leisure Group**
- China Eastern Airlines
- Continental
- **Delta**
- Dollar
- Expedia
- Hotels.com
- Lufthansa
- Marriott
- Orbitz
- Priceline.com
- Premier Travel Inn
- Qantas
- **Red Lion Hotels**
- Sabre Group
- Starwood Hotels and Resorts
- Thrifty Automotive Group
- Travelocity
- United
- Wyndham

# Speech technology has matured

- “Our research indicates an end-user satisfaction level of around 93 percent. Our automated system meets or exceeds our customers’ need to get information, and that leaves customers with an improved perception of our company.”
  - Bob DuPont, vice president, reservations, Dollar Thrifty

# Any technology can be misused

- Bad design is always an option
- “Main-menu mentality”

# What issues characterize the travel segment?

- Complex decisions
  - Fare/rate comparisons
  - Many variables
- “Comfort calls”
- High-value transactions
- Other?



# Decisions common to all market segments

- Hosted vs on-premise vs distributed
- What platform?
- What applications are most suitable?
- Incremental development?
- Persona / branding
- Leading/bleeding edge?
  - Natural language front end
  - Personalization
  - Multimodal capabilities
- Integration with IT resources / IP telephony?



# The telephone in marketing

- “Conversational Marketing”
  - Dialog is a unique mode of interaction
  - A change in attitude toward telephone interactions is economically feasible
- Make the most of every call
- The telephone as marketing media

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