

RETAIL WORKSHOP:
HELP THE CUSTOMER FIND WHAT
THEY NEED WHEN THEY NEED IT

SpeechTEK | 2006
The Voice Solutions Showcase

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Astral Brands
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Empower

Overview



- An innovator in the creation and management of consumer lifestyle brands focusing on the following sectors:
 - Health and Beauty
 - Gourmet Foods
 - Home Décor and Special Interest
- Business Model: Multi-Channel Retailer
- Core Competencies
 - Brand creation and management
 - Product sourcing and development
 - Distribution through multiple retail channels
- Established in 1978
- Headquartered in Atlanta, GA
 - Offices in Baltimore, MD, Ozark, MO, and Toronto, CN
- Approximately 400 employees

Business Issues and Challenges



- Order Capture Process
 - Legacy IVR system provided orders via a manual batch process
 - No real-time, automated order capture capability
- Integration
 - Acquisition resulted in support of two order entry systems
 - Needed a scalable, automated solution that could integrate into both
- Promotions Management
 - Limited capabilities within IVR system
 - Needed a quick and easy way to manage cross-sells and up-sells
- Focus
 - Keep employees concentrated on core competencies
 - Reduce call center overhead and improve order efficiency

Solution – Apptera's Next-Generation Voice Solutions



- Self-Service Applications (Order Capture & Order Status)
 - Significant improvement over legacy IVR system
- Automated Campaign Management capabilities
 - Flexible, expedited way to manage promotions, up-sells, and cross-sells
- Rapid and cost-effective implementation – within 60 days
 - Hosted model that reduced complexity and cost
- Seamless integration into both order entry systems
- Reports with detailed business intelligence
- “Success-based” financial model
 - Charges based upon automated, completed orders

Order Capture Call Flow With Promotional Up-Sell

ASTRAL BRANDS



Total = \$59.90
S&H = \$ 8.95



Name: Anderson

Use card and
address on file?

Credit card: 0-2891



Christie's Enzyme Peel



~~\$39.95~~ \$19.90

SHIPPING

Overnight
 2 day
 3-5 day

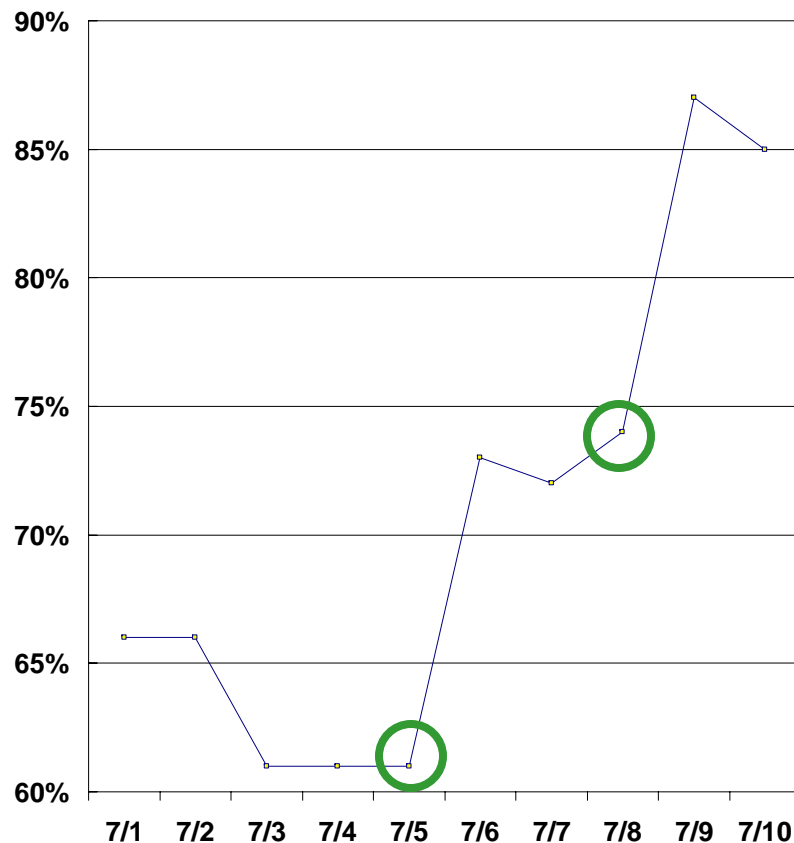
Total =
\$92.75

Confirm #
D218-146

Immediate Impact – First 10 Days of Implementation



Automation Rate
Order Status Calls



Key Points:

- 5,000 calls over 10 days
- Tuning improved automation rates by:
 - ✓ Establishing caller intent earlier
 - ✓ Defining time-frame for available data
- Continuing steps to improve automation rate:
 - ✓ Use Caller ID to personalize order-status process
 - ✓ Tune grammar based on live call analysis
 - ✓ Offer cross-sell promotions within entire Astral Family of Brands

Additional Key Metrics

ASTRAL BRANDS

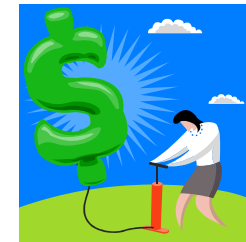
- **Cost Per Order**
 - Impact: **78% Decrease**



- **Live Agent Time**
 - Impact: **35% Decrease**



- **Revenue Per Order**
 - Impact: **7% Increase**



- Initial figures which will continue to improve with time

Critical Questions

- Does the Solution Address Primary Business Objectives?
 - *Apptera's solutions directly aligned with client voice channel requirements*
- What are the Implementation and Ongoing Maintenance Parameters?
 - *Their technology is flexible, quick to deploy, and easy to manage*
- Does the Solution Provider Understand Your Business?
 - *They are creative and possess the right blend of technical and business acumen*
- Does the Right "Personal" Fit Exist?
 - *Astral Brands and Apptera created a winning partnership from the outset*

Empowering Your customers and employees with speech technologies

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Thank You