Retail: How to sell more using Speech Technologies

Tom Canello
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Who is ISC?

- ISC is a leader in motorsports entertainment with over one million grandstand seats and more than 500 luxury suites.
- Annual admissions revenue exceed $250MM.
- Largest NASCAR promoter – most prominent sanctioning body.
- Broad geographic presence in six of the top ten media markets.
- Own 11 Race Tracks and partial interest in one other.
- Publicly traded under ISCA.
Ticketing/Technology Integration

At the time of Contact the customers favorite driver is captured.
Using integration between our ticket selling system and our IVR/Autodialer technology, customers receive pre-recorded messages from their favorite drivers.
Through integration with our ticketing system, a retrieval (wrap-up code) is automatically placed in the ticketing system showing the VDN the customer used to make this purchase. We can then run individual reports off of each the specific Autodialer VDN’s to see how much revenue was generated for each campaign.
Campaign Results are communicated to each track upon completion of the campaign.

**Michigan Campaign Results (Tickets Avail 2/28/06)**

**Total Call Volume Statistics**

<table>
<thead>
<tr>
<th>Total Calls in File</th>
<th>23249</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calls Answered</td>
<td>20508</td>
</tr>
<tr>
<td>Failed/No Answer/Busy</td>
<td>2741</td>
</tr>
</tbody>
</table>

- Calls Answered: 20508
- Calls that were connected: 19540
- Calls that were not connected: 968

**Breakdown of Answered Calls**

- Calls Answered: 20508
- Heard Greeting Message Only: 4416
  - Portion or all of greeting message was heard then disconnected
- Heard Greeting & Main Message: 16092
  - Both Greeting and Main message were heard

**Breakdown of Customer Hearing Greeting & Main message**

- Customer hearing greeting & Main: 16092
  - # of Messages: 14057
    - Calls where message was played with no interaction from customer
  - # answered by Customer: 1405
    - Calls where message was played where customer selected to hear main

**Breakdown of Answered by Customer Calls**

- Answered by Customer: 1405
  - Heard messages & Hung Up: 1009
    - Customer heard all messaging and disconnected call
  - Heard Messages & Selected Agent: 396
    - Customer heard all messaging and then selected to speak to agent

- Answered by Customer: 1405
  - # of Messages: 1405
  - # answered by Customer: 1405
Conclusion

• 2-5% of customer connected calls have resulted in a transfer to a representative. Highest outbound campaign has resulted in $25,000 in additional revenue in 14 day calling period.

• Autodialer process has also allowed us to communicate important late breaking information to customers without using agent labor hours. Avg. Agent call takes 2 mins. vs. a 30 second autodialer call.

• Flexibility of the Avaya technology allows for seamless transfer of customers to que and smooth integration with in-house ticketing system.