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Voice and video delivering improved customer care – SpeechTEK Europe

Whilst speech technologies are already playing a key role in improving customer service and reducing costs, a new combination of video and voice technologies look set to deliver new levels of efficiency and service for businesses.

Next month's SpeechTEK Europe session on Video: The Next Level of Automated Customer Service examines how video self-service is already delivering improved customer care and cost savings within a diverse range of applications, from mobile banking, interactive advertising, train timetables and airline check-in, to weather and traffic cameras, sports events, games, video blogging and citizen journalism.

Damian Kelly, VP of Strategic Development at SpeechStorm comments,

"Menus and prompts that the user can see make the experience more intuitive and speed up interaction. For example, video IVR is 60 - 80% faster than traditional voice IVR for standard banking transactions which in turn helps drive up automation and reduce costs. Video IVR also adds a whole new dimension to sales and technical support services, enabling the delivery of short video clips direct to the user's phone with no downloads, no delays and all with the support of the call centre – adding the 'show' to match the 'tell'.

"A major telecoms operator, has used our video IVR to provide self-service and access to the contact centre for deaf and hard-of-hearing customers in Egypt, which is both hugely innovative and of great benefit to customers."

He remains buoyant about further adoption,

"The quality of 3G mobile networks and penetration of video enabled handsets is a barrier in some markets, but that's improving all the time, with much of the Middle East & Asia already ahead of Europe and the US. There is also a perception of video calling as expensive, or that customers are uncomfortable with it, but both of these are changing too. The biggest barrier to video IVR, we think, is lack of awareness among organisations who will benefit from it, and presenting at SpeechTEK gives us a great opportunity to address this!"

Stefan Dietrich, Avaya's Self Service Tech Ops Lead supports these predictions,

"Voice and video allows for a more personalised customer experience with shorter resolution times. From the provider's point of view it creates new business opportunities because many

potential voice-only self service automations are not possible - for example, with complex problem resolution services; location-based navigation services and so on.

"The most innovative use of these combined technologies that I have seen is a voice and video wait treatment, with the ability to inform the customer about the expected wait time in case assisted service is required, so providing the customer with the freedom to choose whether to use the voice-video self service application or to speak to a customer service representative instead."

And, with the growth in mobile communications, the future for voice/video technologies is assured, he thinks,

"The increased penetration of 3G/4G smartphones, combined with the changed communications behaviour of GenY and GenX users, will drive the adoption of voice-video self service."

Video: The Next Level of Automated Customer Service takes place on Day One of **SpeechTEK Europe** on Wednesday 26 May in London. Full programme and registration details are available at www.speechtek.com/europe - and the event's early bird discount expires on Friday 30 April.

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**Press registration now open for accredited journalists at:
www.speechtek.com/Europe2010/PressZone**

Editor's Notes –

SpeechTEK Europe 2010
26 & 27 May 2010, Copthorne Tara Hotel, London
SpeechTEK University
25 May 2010
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About SpeechTEK

Launched in 1995, the SpeechTEK Exposition and Educational Conference (www.speechtek.com) is recognised worldwide as the industry's premier event focusing on products, services, applications, solutions, and innovations using speech technologies. The trade show and educational conference attracts a global network of speech technology providers and enterprise network customers who develop and implement speech solutions. The 2010 New York event takes place on 2 – 4 August at the city's Marriott Marquis.

About Information Today

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