
Speaking Freely through  SpinVox™

Voice Search 2009

SpinVox

‘Voice to Text’ Transforming the Contact Center and how we communicate

SpinVox: Leadership



Most successful messaging service since SMS

- The only 'speech cloud service' : global access, central ownership, brand
- Wireless, wireline, UC, VoIP and Cable deals
- Over 26m users – 5 continents, 6 languages, 15 deployments = 200m user reach
- Network Feature – innovations in solutions, business models, user experience

Worlds largest voice mail conversion speech platform:

- 100M+ messages converted

Worlds largest privately held speech company

- Time to market – available now to any user, any network
- One of the largest speech teams in the world – Cambridge R&D
- IP : product design, automation, agent tools, ASR – 60+ patents filed

Commercial Success Story: 300% growth 08/09, \$200m+ 2010



SpinVox: Global Footprint

2005

- World first voice to text service launched

2007 - 14 deals

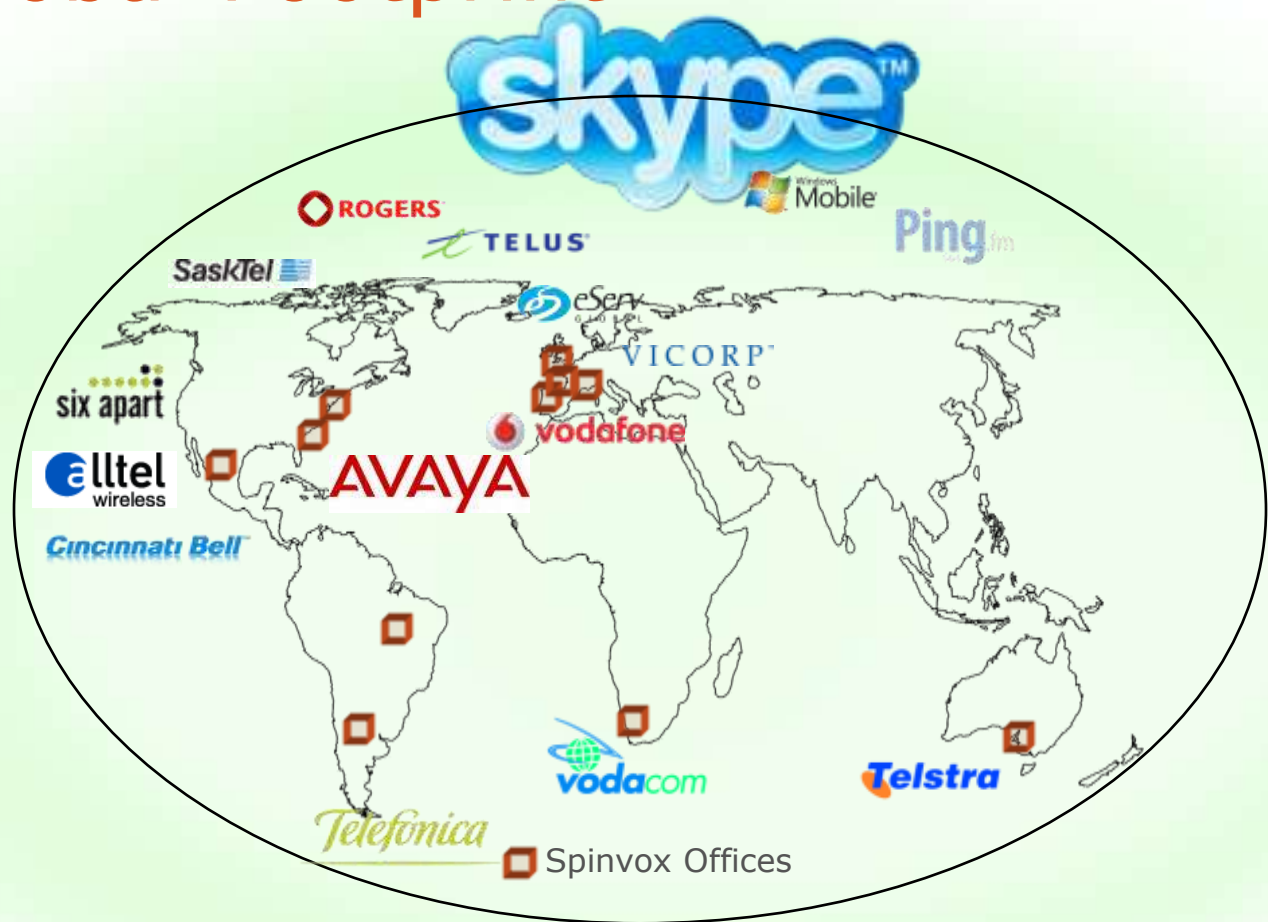
- English, Spanish, French & German
- N.America, Europe, S.Africa, Australia

2008 - 27 deals

- 26M users
- Italian & Portuguese
- LatAm & AsiaPac
- Fixed, Cable & UC

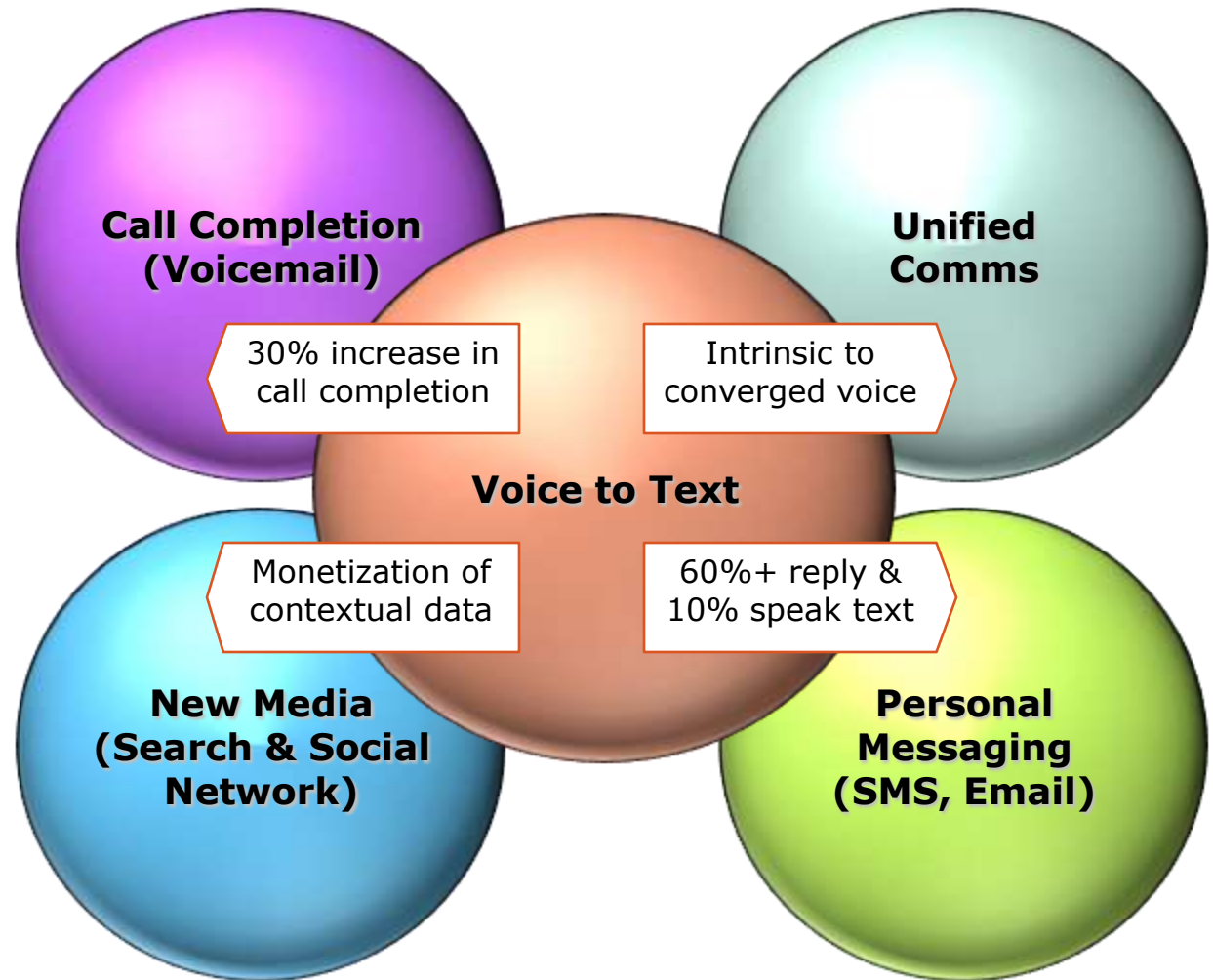
2009 - 35+ deals

- 135M+ users
- Russian & Arabic



Voice to Text - Driving Category Value

- Voice is the most natural communication
- Drive decreased latency in communications
- Naturally multimodal
- Device agnostic



Meeting the Customer Challenge

ASR isn't perfect

- Speech systems can currently achieve 60% accuracy on open dialogue
- AI also has such limitations

Humans aren't either

- Don't all 'hear' the same way - accents, dialect, and regional slangs, etc...
- Don't know all the words > 615,000 words in Oxford English Language

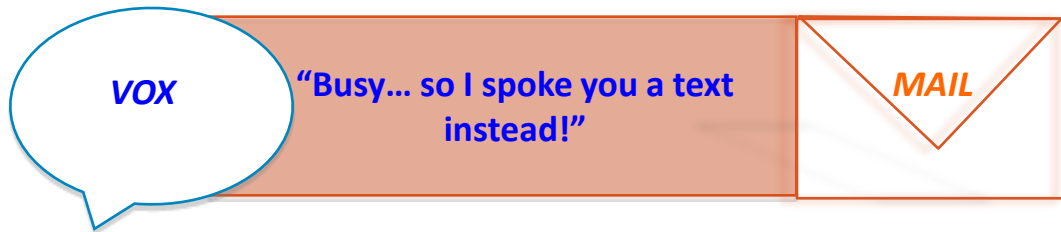
Meaningful equivalent is the key

- Clean (pauses, hesitation removed)
- Makes sense
- Can be relied on



**Useful, Reliable,
Accurate product**

SpinVox does one thing *really well*



When Kim is too busy to text



From : Kim Singley

"Hi. Just to let you know we're meeting at 8pm at E22nd & 29th St. at Ronnie's. Mike's cell is [9124147782](tel:9124147782). Don't forget to tell the team. Bye"

- spoken through SpinVox

Listen : [12101](#)
Reply : [13111](#)
Share : [14106](#)
Organize : [15100](#)

VoxLinks™

- Listen to original
- Speak an SMS/eMail reply
- Speak entry to Facebook, Outlook, etc...

When Max is too busy to talk



- **100% Reach** - SMS/eMail works on every handset, any network, everywhere!
- **Instant** - at a glance see who called and what they said
- **Easy** - no need to dial-in and listen to messages, or remember who to call back
- **In touch** - simple push of a button, quickly reply by text or return the call
- **Trust** - 97% accurate & can always listen to original voicemail

SpinVox: Making Voice Visible

SPEAKING

easiest way
to compose
messages

**7x Faster
than Texting**



TV



PC



Mobile



IP Phone



SEEING

easiest way
to receive
messages

**7x Faster
than Listening**



**From any
phone**

**Via any
network**

**To any
screen**

Contact Center Addressable Market

- Call centers constantly seek to:
 - Improve customer satisfaction
 - Reduce abandoned calls
 - Maximize agent productivity
- Inbound call volumes can be unpredictable - resourcing for this is a continual challenge
- CallMail provides an effective call management solution to:
 - Formal contact centers
 - Departmental help desks
 - Business front desks
 - Out of hours cover
 - Customer surveys



Inbound Call Queue



Voice
Message
Conversion
System

EMAIL + Audio

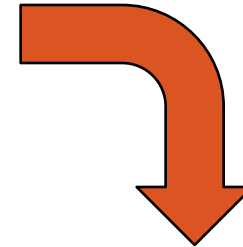


Business Value Proposition

- ✓ **Enhance call routing & prioritization**
 - Messages calls be routed to appropriate skill group
 - Urgent messages can be prioritized and responded to quickly
- ✓ **Improve customer service**
 - Fewer dropped calls delivers happier customers
 - Messages can be responded to within specified timelines
 - Empowers customer with options
- ✓ **Optimize staff utilization**
 - Fewer staff needed to handle peak call volumes
 - Save time as no need to write down the message
- ✓ **Feedback tool for customer service**
 - Automate surveys

CallMail through SpinVox

SpinVox CallMail provides a simple and efficient means to capture voice content



Impact:

- Customer service – Improved
- Agent productivity – Maximized
- Abandoned calls – Reduced
- Telephony resources – Effectively utilized

The solution is:

- Flexible – multiple deployment scenarios
- Scalable – no message processing limit
- Available – 24 x 7 x 365

-----Original Message-----
From: voicetoemail@spinvox.com [<mailto:voicetoemail@spinvox.com>]
Sent: 09 September 2008 17:03
To: Michael Wheeler-Wyatt
Subject: New converted voice message from +447917755862

You received a new voicemail from +447917755862:

"Hello this is Michael from SpinVox. I'm extremely annoyed because I've been holding on to your queue now for 15 mins. I can get absolutely disgusting that you do not have facility that allows me to call you, that allows you to call me back at my voicemail. Just leave me hanging in the queue for hrs and hrs and hrs but if you had a product called call now you wouldn't have that issue and you could get back to me ___ or my phone number and everything would be hunky dory. Please speak to a company called SpinVox immediately. Thank you"

- spoken through SpinVox



SpinVox: CallMail



Hi I'm calling about the Mini prize draw and my answer is B17. My number is 0207 965 2023 and my name is Rachel Thompson of 7 Bellevue Drive, Milton Keynes. Thanks. Bye

From: SpinVox voicemail
Date: 1 August 2006 11:03:43
To: mwwyatt@spinvox.com
Subject: New converted voicemail from +441925554000

You received a new voicemail from +441925554000

Hi I'm calling about the Mini prize draw and my answer is B17. My number is 0207 965 2023 and my name is Rachel Thompson of 7 Bellevue Drive, Milton Keynes. Thanks. Bye

To listen to the original audio, open the attached file.

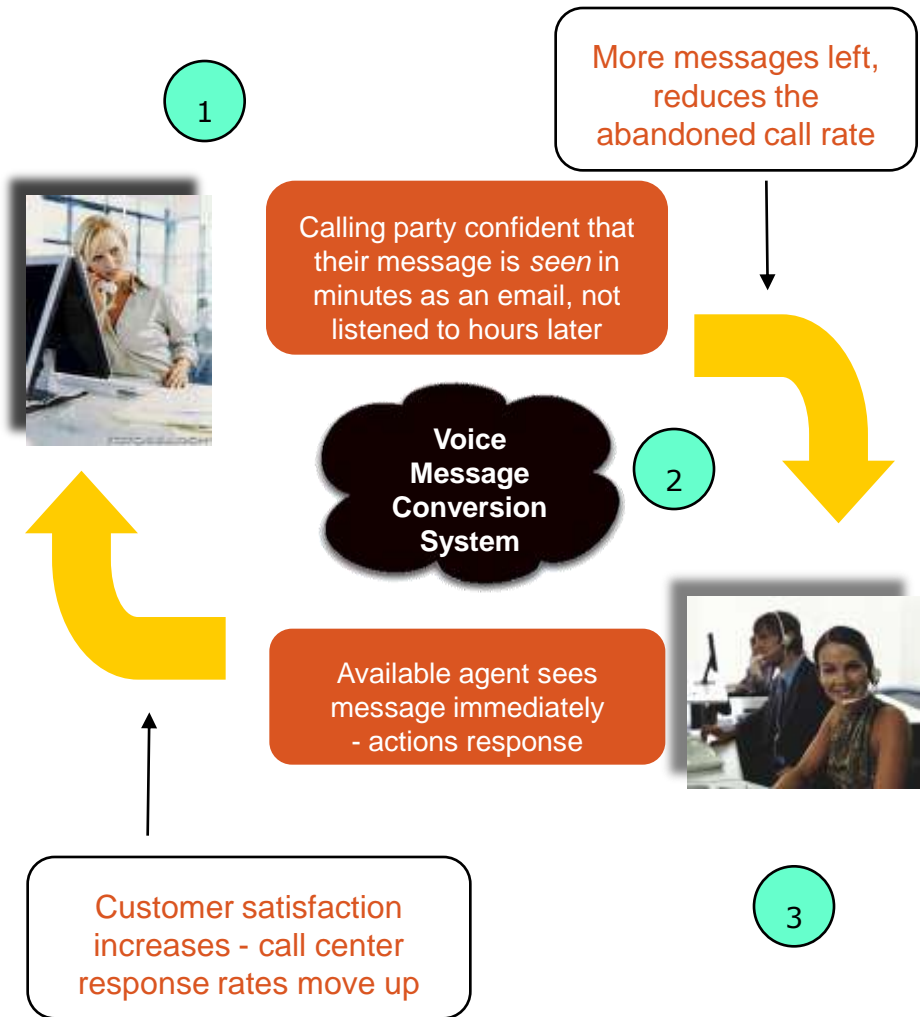
Message received at 2006-08-01 10:59:22

Powered by SpinVox



- **Instant** - at a glance agent can see who called and what they said
- **Agent routing** - caller number, skill-group, time of day etc
- **Simple outbound contact** - via customer's contact preference - callback, email or SMS
- **Confirmation** - you can always listen to the original voicemail recording

SpinVox: Natural Customer Experience



1. Caller

- Caller is offered the option to leave a voice message
- Announcement informs the caller their message will be converted to text and actioned

2. Call Center/SpinVox

- Audio captured and sent to SpinVox to process message
- Converted message sent back to call center for routing to appropriate agent

3. Agent

- Agent receives converted message as email with attached audio file
- Action taken to resolve customer query - customer contacted via callback

SpinVox: Case Study - Boots

- The Facts

- Call Center handles > 45,000 calls/week
- 10% annual increase in calls
- Target – 87% of calls answered within 30 seconds

- The Challenge

- Callers leaving voicemail were receiving a poor level of service
- Increasing call volumes

- The Results

- SpinVox had a positive impact on improving customer satisfaction
- Call abandonment rates reduced as a result of CallMail
- SpinVox forms an integral part of the Boots contact center solutions



SpinVox: Case Study - Encoded

- UK provider of IVR solutions
- Employee satisfaction survey
 - Verizon US – 5000 employees
 - Defined survey with DTMF entry and option to leave a free form comment
 - SpinVox delivered text equivalent to Encoded – analyzed data & compiled report



SpinVox: Summarized Results

- Enhance call routing & prioritization
 - Converted Messages can be prioritized and routed to appropriate skilled CSRs
 - CSR now has message context can research the customer enquiry prior to calling
 - Messages can be responded to quickly
 - Any data captured during the self service application is provided with the callers transcribed message
- Improves customer Experience driving a stronger ROR
“Return on Relationship”
 - Fewer dropped calls
 - Reduced overall call length and calling charges
 - Messages can be responded to within agreed SLA’s
- Optimize staff utilization
 - Use existing workflow systems and processes
 - Fewer staff needed to handle peak call volumes
 - Save time as no need to write down the message

Boots - SpinVox: Measured Results

Calling Party

Improved Customer Satisfaction	> 80%	→ Response within agreed SLA → 92% of callers leave a message
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Call Center

Increased Agent Productivity	+20%	→ Remove listen/transcribe voicemail → Utilize agents in off-peak times → Agent satisfaction increases
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Reduction in Abandoned Calls	- 48%	→ Confident they will get response
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Increased business performance	25% saving in staff cost 35% churn reduction	→ Fewer agents to handle peak calls → Customer loyalty retained
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Didn't know I had, didn't think to ask for?

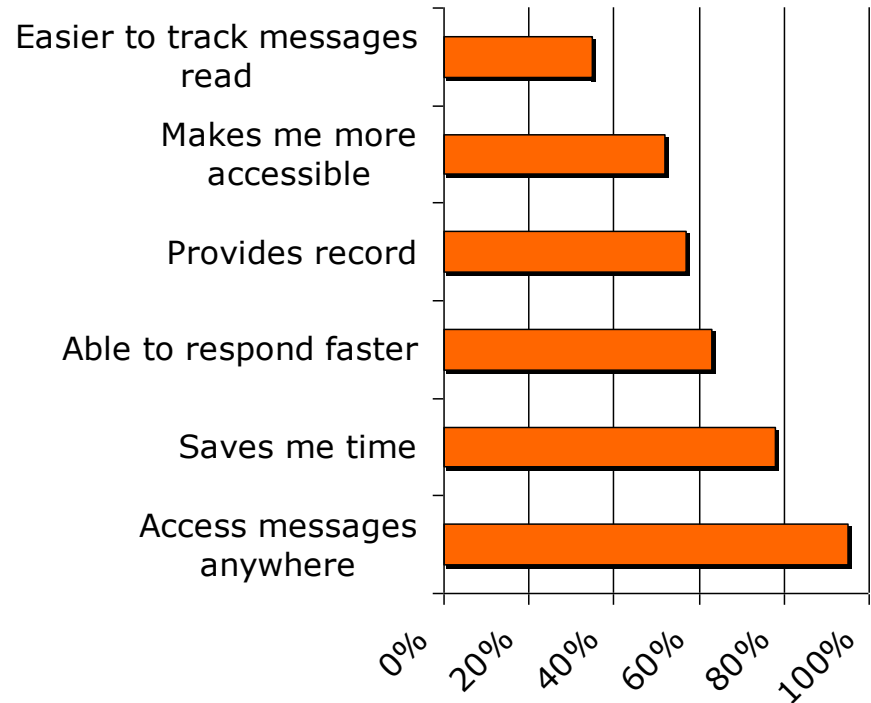
Calling Party

- Hangup trend reversed
- ***"I know it will get through"***
- 92% of callers leave a message

Called Party

- Eliminate 20% missed messages
- ***"My voicemail is pushed to me"***
- All voicemail messages delivered
- More messages are returned
- ***"Easy - just one click"***
- 87% return of VM2Tmessages

Stated reasons to purchase or recommend



Questions



Thank you

Speaking Freely through  SpinVox™