

A photograph in the top-left corner shows two call center agents, a man and a woman, wearing headsets and working at computer terminals. A thick red curved line sweeps across the top and right sides of the slide.

# **Hosted Contact Center** *Solutions*

## **Reaching the Directory Assistance Inflection Point**

A large, faint, light-colored version of the VoltDelta logo is centered in the background.

Mike Lubben,  
VP Sales, VoltDelta

March 2009



- Telecom Svcs
- Call Center Automation



- Infrastructure Support Services

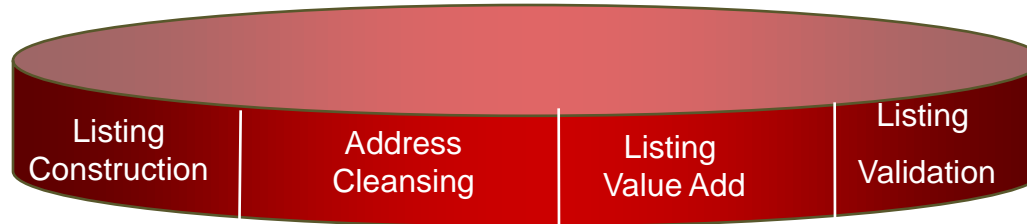


- Info Outsourcing
- Data Mnagement

## About VoltDelta Resources LLC

- Wholly Owned Subsidiary of Volt Information Sciences (NYSE: VOL)
- \$2+ billion annual revenue
- Global Presence
- Broad Range of Value
  - Directory Information Technology
  - Switching & IVR
  - Automation & Speech Technology
  - Information Databases
  - International Listing Data
  - Information Technology (ITOS)
  - IT Infrastructure Support Services
  - Multiple Access and Delivery Options

## It starts with Data



- 120M US white page listings
- 100M Wireless Records
- 100M Alternate Landline Records
- Aggregated from >2,600 sources

## Construction

- Append Information
  - ANI + Name/Address
- Extract
  - All SIC in San Diego
- Merge
  - Cell # with LL ANI

## Cleanse + Value Add

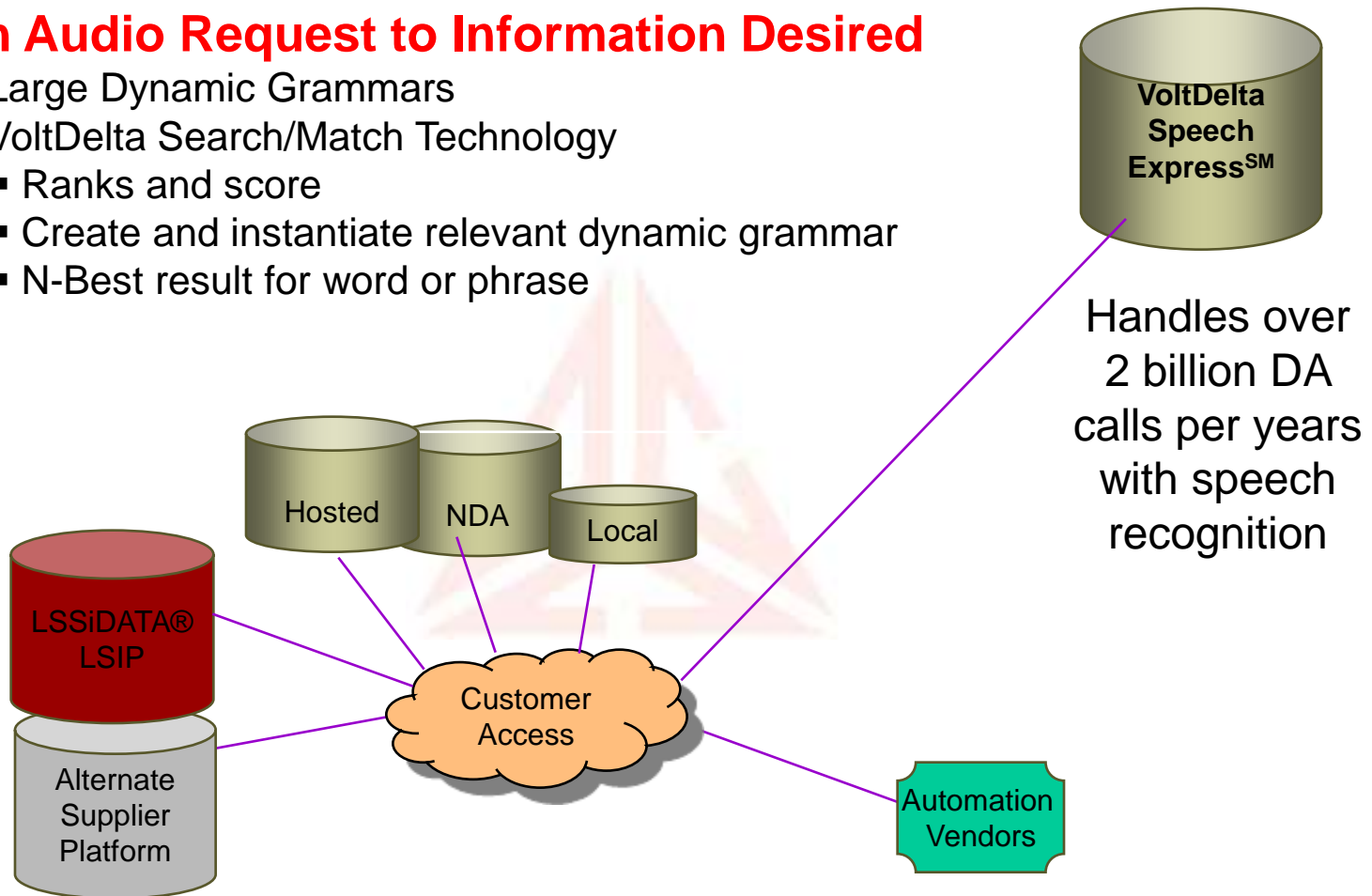
- Format Acronyms
- Spelling
- Add Intelligence

## Accuracy

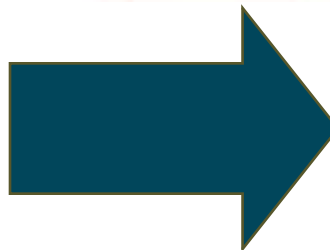
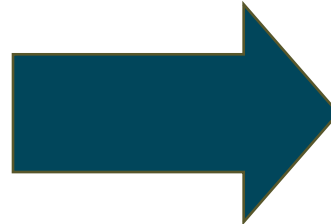
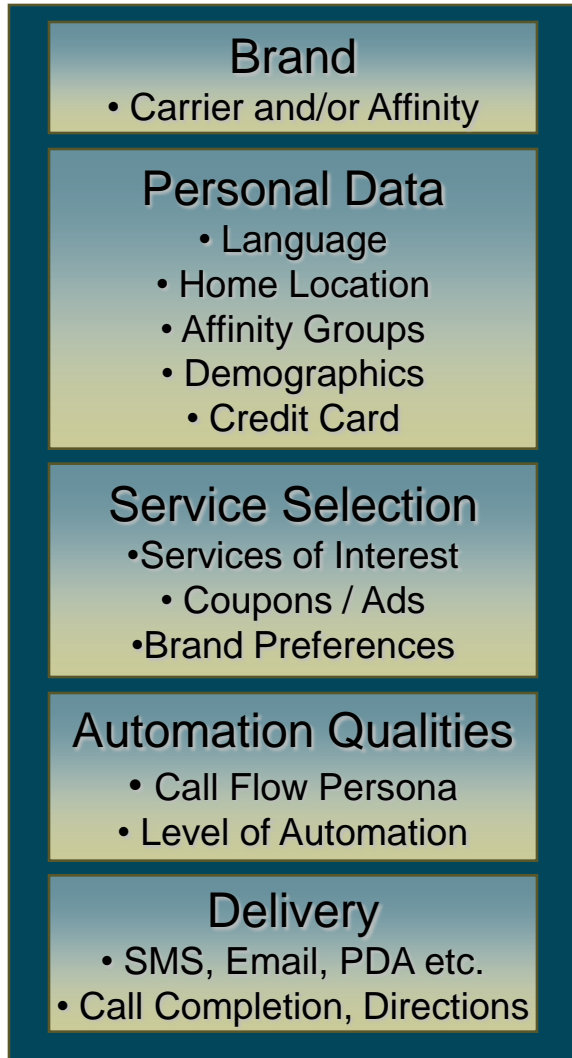
- Updated Daily
  - 2M Records 7 days/wk
- Certified
  - External Audit

## Match Audio Request to Information Desired

- Large Dynamic Grammars
- VoltDelta Search/Match Technology
  - Ranks and score
  - Create and instantiate relevant dynamic grammar
  - N-Best result for word or phrase



# Deliver with Personalized Ads



## By Wholesaler/Provider

- Network Variables
- CRM
- Service Provider

## By Environment

- Timing
- Current Location

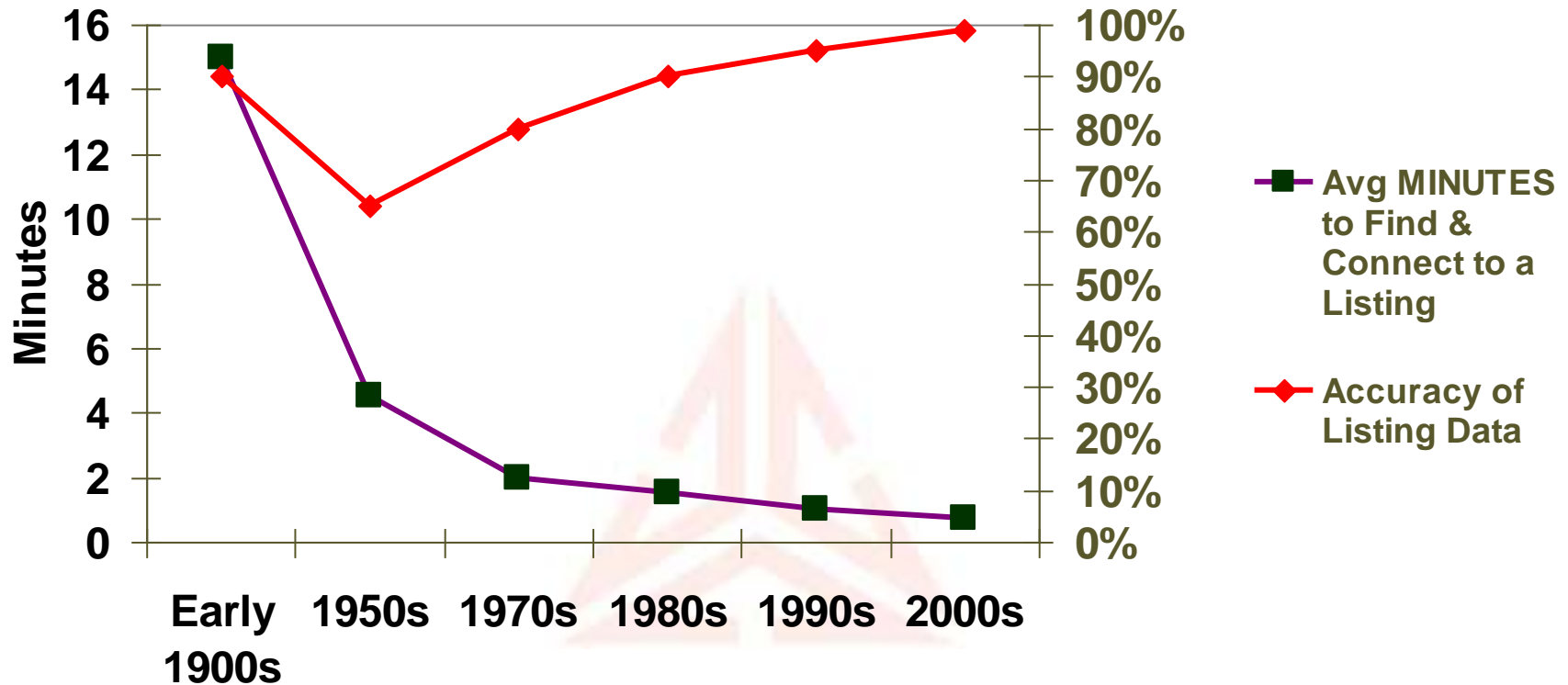
## By Individual Caller

- ANI/MIN
- Pre-Specified Preferences
- CRM Variables
- Historical Choices

## By Affinity Group

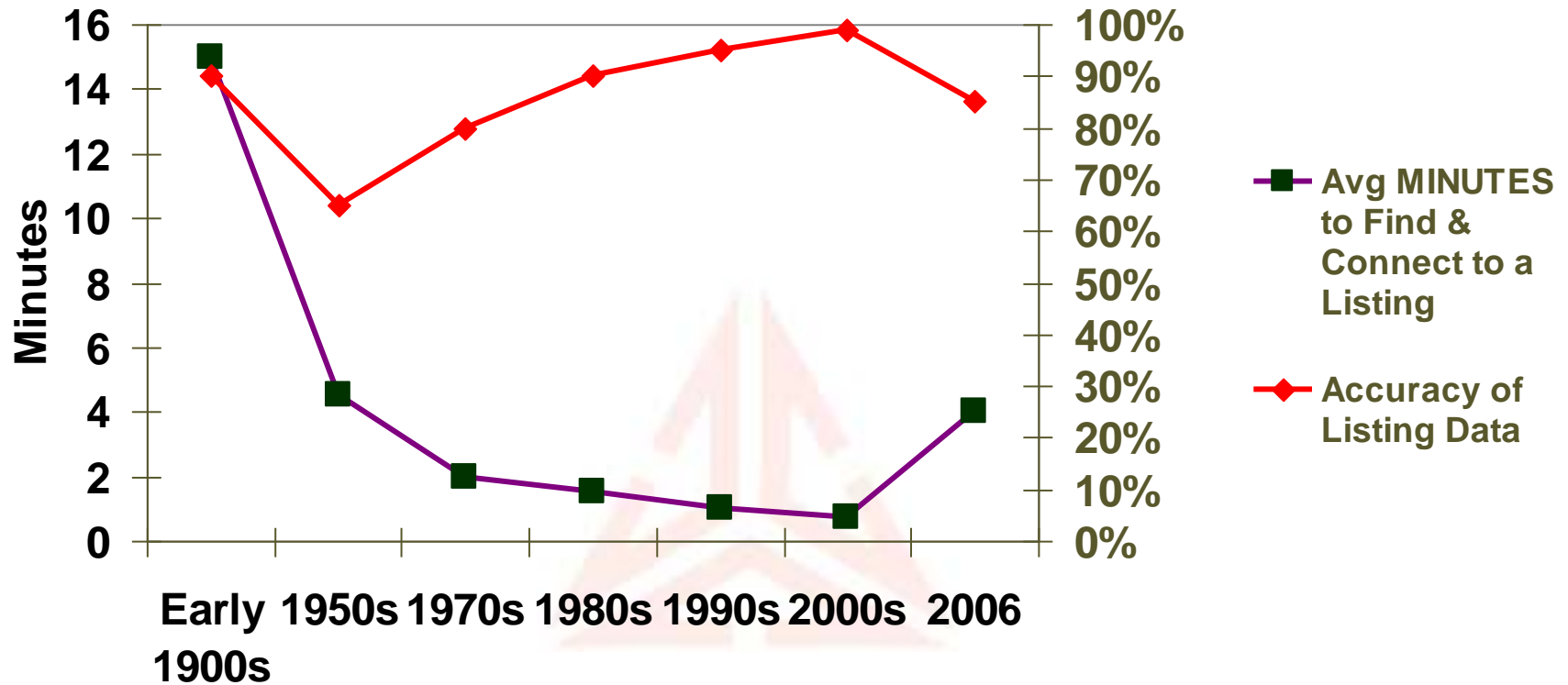
- Ethnicity
- Language
- Religion
- Political Party
- Hobbies
- School...

# How Do You Measure DA Quality?



Find me the *right* information *fast* –  
and then *connect* me.

# ...And Then Something Changed Expectations...



Find me a number –  
for ***FREE.***

- Internet search titans, electronic yellow pages traditional DA providers, cable companies, newspaper companies, and entertainment/news content companies can benefit from Ad supported DA
- CHOICE = users will gravitate toward the services that offer the most **relevant** and **accurate** information in the **fastest**, most **convenient** way
- Tight integration of **technologies** and **people interfaces** will maximize caller satisfaction



A background image showing two call center agents, a man and a woman, working at their desks with computers and headsets. A thick red curved line runs across the top left of the slide.

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Thank you

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