



# When the ROI Works: Speech Applications for Ads and Direct Response

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## Agenda

- Capturing consumers' attention with direct response
- Speech is your secret weapon
- The business impact of speech applications
- A look at the ROI
- Demo: *"Yes, I'd like to buy the camera bag"*
- Wrap-up



## Direct Response – The Phone is Still King

- Direct response captures consumers' attention with:
  - Traditional media ads – tv, radio, print, mail, etc.
  - Mobile ads
  - Audio ads
  - Interactive outbound calls
- The preferred response mechanism? The phone!

*Voice is ubiquitous, action-oriented, and more effective in closing the transaction*

# The Dynamic Nature of Handling Direct Response Calls

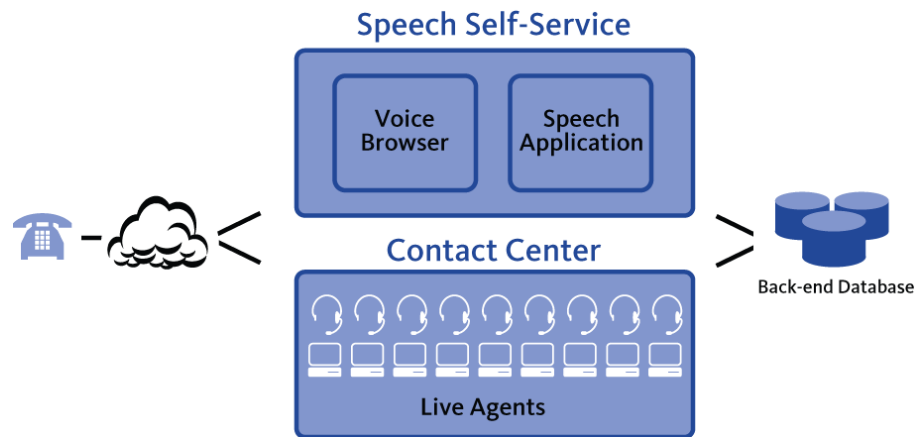
- High call volume
- Extreme spikes
- Short-lived campaigns
- 24x7 calls
- Multiple offers, frequent changes



*A flexible, scalable, and cost-effective solution is imperative to handle these calls*

# Speech Applications are Your Secret Weapon

- Consistent quality
- Scalability
- Outbound calling
- Cost-effectiveness



*Speech automation maximizes satisfaction, efficiency, and results of direct response campaigns*



## Why Didn't We Use Speech Before?

- Touchtone was painful
- First generation speech was too basic
- Now, there's high quality, effective speech technology

*Automated Agents deliver the high-end speech capabilities needed for direct response*



## The Economics of Handling Direct Response Calls

- Outsourced live agent staffing, 24x7
- Scaling for short-duration spikes
- Training on multiple, frequently changing offers

*Difficult to make direct response economically feasible with live agents*



## Interactive Outbound Calls for Direct Response

Why outbound calling?

- Can't wait for them to come. Call them.
- Message delivery is not good enough. Need to interact.
- Need to offer convenience services
- Often need to reduce inbound calls





## Demo – Interactive Outbound Call

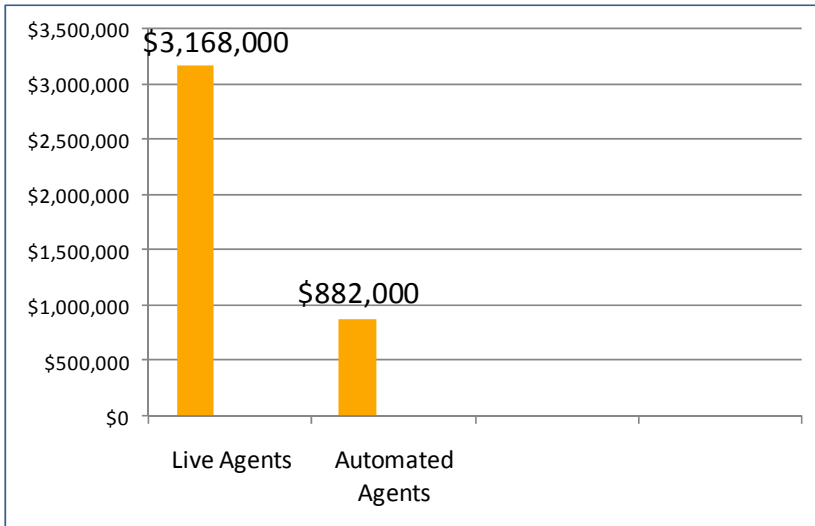
Outbound call from Bonus Buy Electronics notifying prospect of a price change on Sony Cybershot digital camera:

- Place outbound call during specified time of day
  - Achieve right-party-connect
  - Verify caller identity
  - Offer purchase or reserve for in-store pick-up
  - Make purchase with credit card on file
  - Up-sell San Disk SD Card, \$19.99
  - Give confirmation over phone and by email
-

## The ROI Works: Outbound Example

Assumptions	
Outbound calls per year	260,000
Right Party Connect	30%
Length of call for right party connect	3 min.
Length of call for non-right party connect	1 min.
Calling window per day	4 hours, 4-8 pm
Sales price of product	\$158.99
Conversion rate for product sell	15%
Sales price of up-sell	\$19.99
Conversion rate for up-sell	10%

# The ROI Works: Revenue & Cost Model



Source: Extrapolated from actual Voxify customer example

Revenue per year:  
over \$18 million

Cost savings with automated  
agents: \$2.3 million per year

*Based on:*

- *Outsourced live agent cost/min.: \$.75*
- *Automated agent cost/min.: \$.20*

*While the cost savings are extraordinary, the revenue potential is the real story*



## Conclusion

- Direct response can deliver a lucrative additional revenue stream
- Speech applications are mandatory to make direct response possible, practical, and profitable.

*Speech applications are your secret weapon!*



Thank You!

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