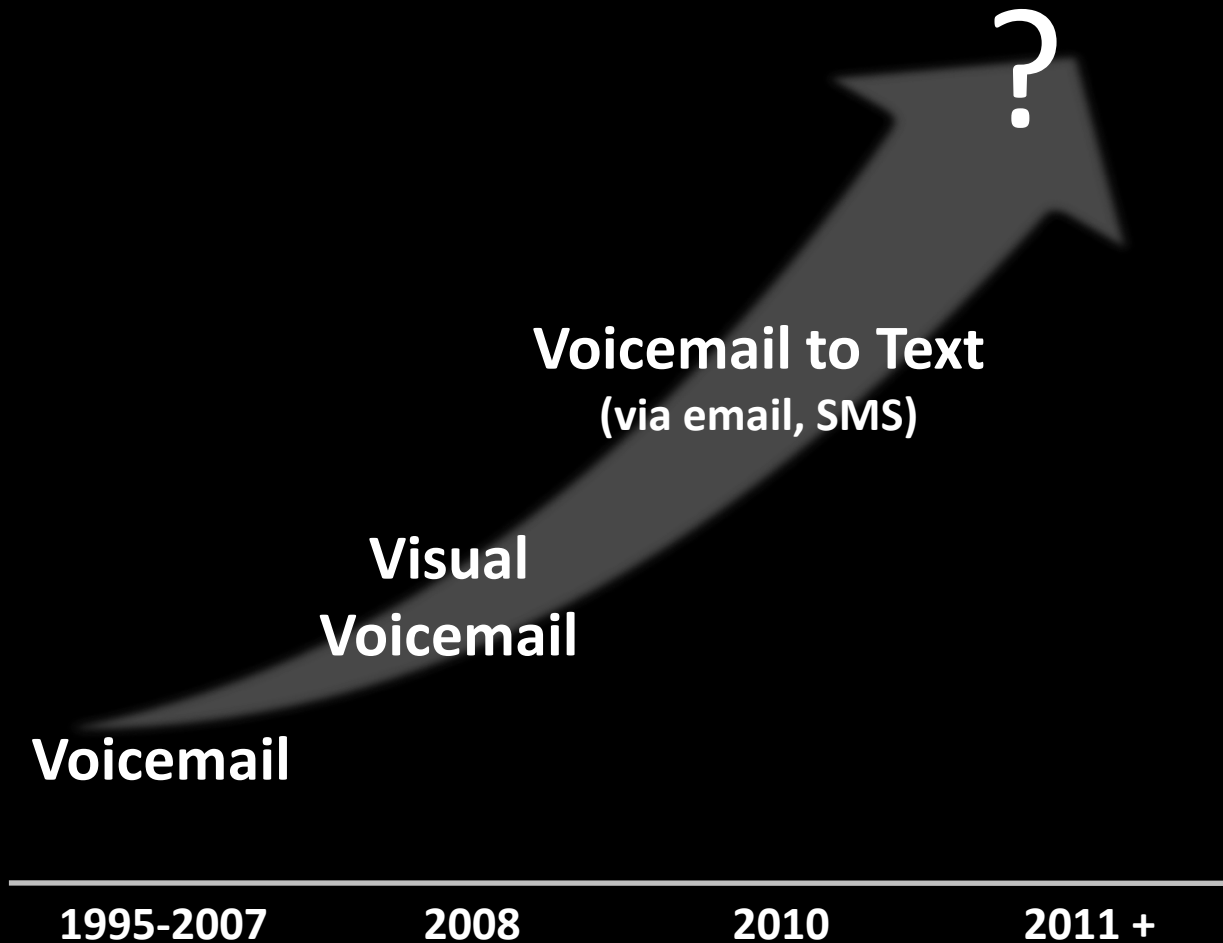




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April 22, 2010

# The evolution of voicemail



# The 'old' way is painful

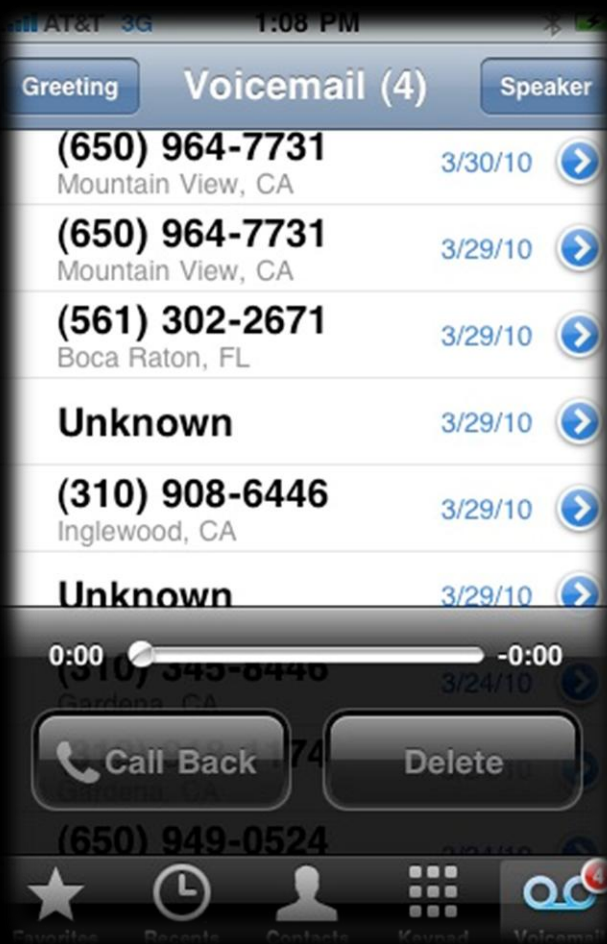


- Many key presses
- Can't tell who called
- Long & tedious messages
- Audio is often inappropriate
- Can't search
- No archive
- Take notes (by hand)

# How to improve voicemail

- ☑ Reduce number of steps
- ☑ Quickly see who called
- ☑ Scan (read) messages quickly
- ☑ Search-able
- ☑ Archive-able

# Visual voicemail is better, but...



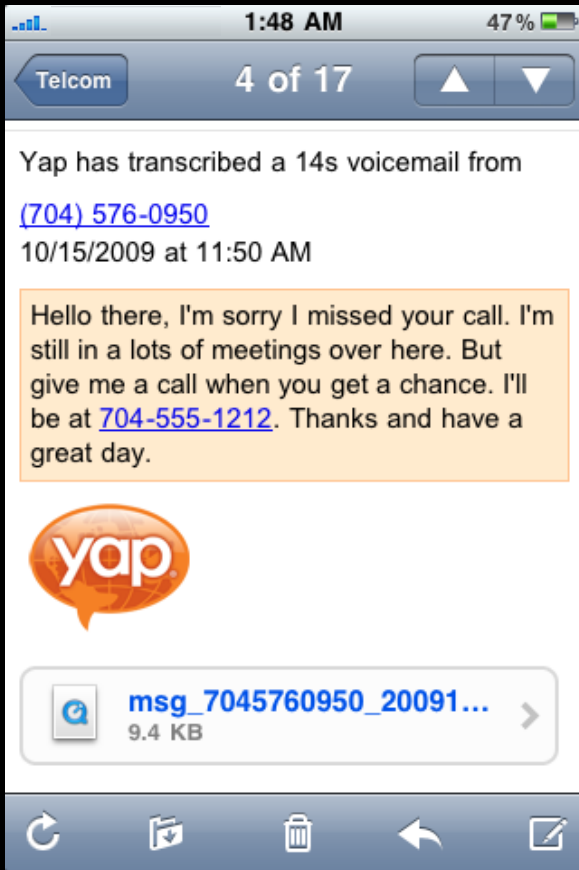
- Reduce number of steps
- Quickly see who called
- Scan (read) messages quickly
- Search-able
- Archive-able

# Voicemail-to-SMS is an improvement



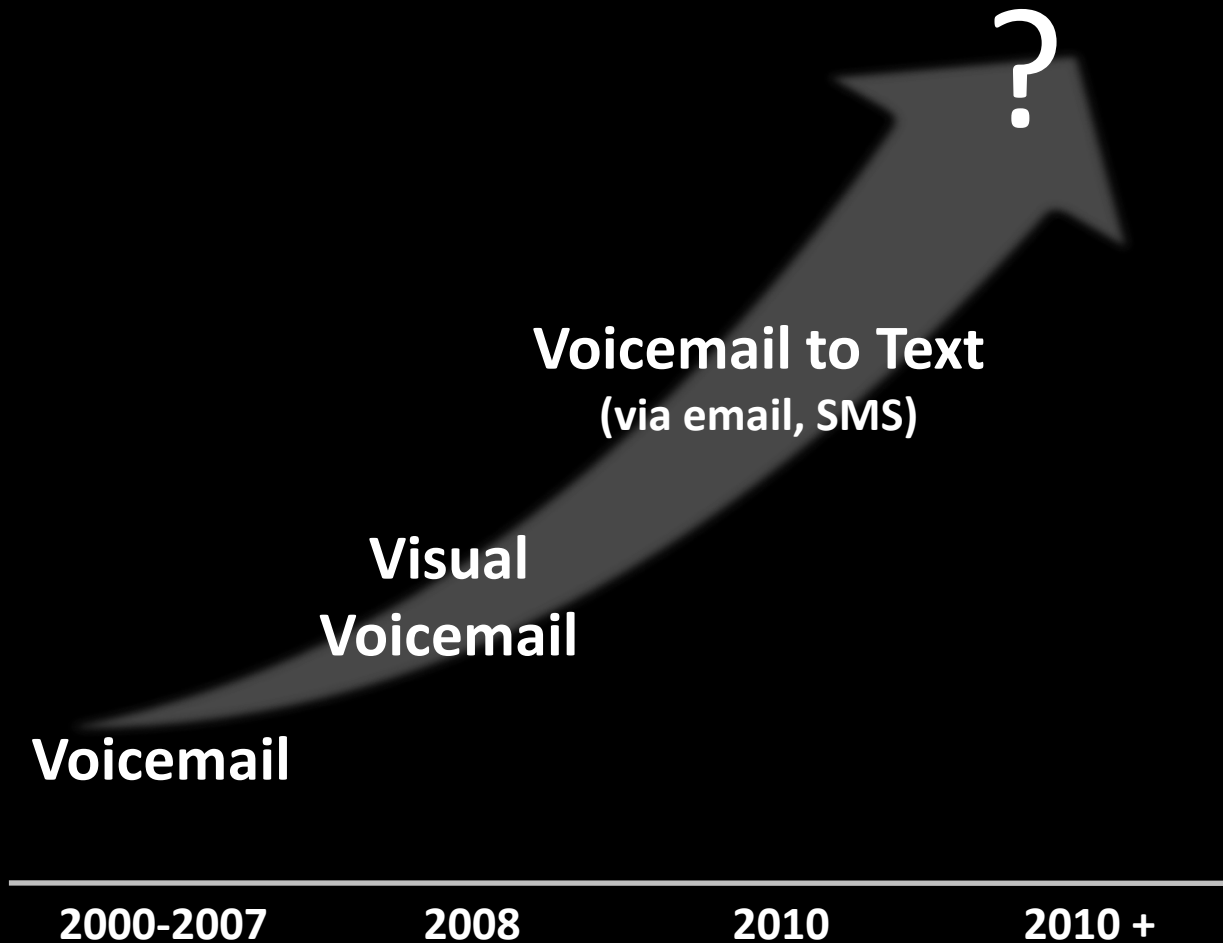
- Reduce number of steps
- Quickly see who called
- Scan (read) messages quickly
- Search-able
- Archive-able

# Voicemail-to-email even better



- ✓ Reduce number of steps
- ✓ Quickly see who called
- ✓ Scan (read) messages quickly
- ✓ Search-able
- ✓ Archive-able

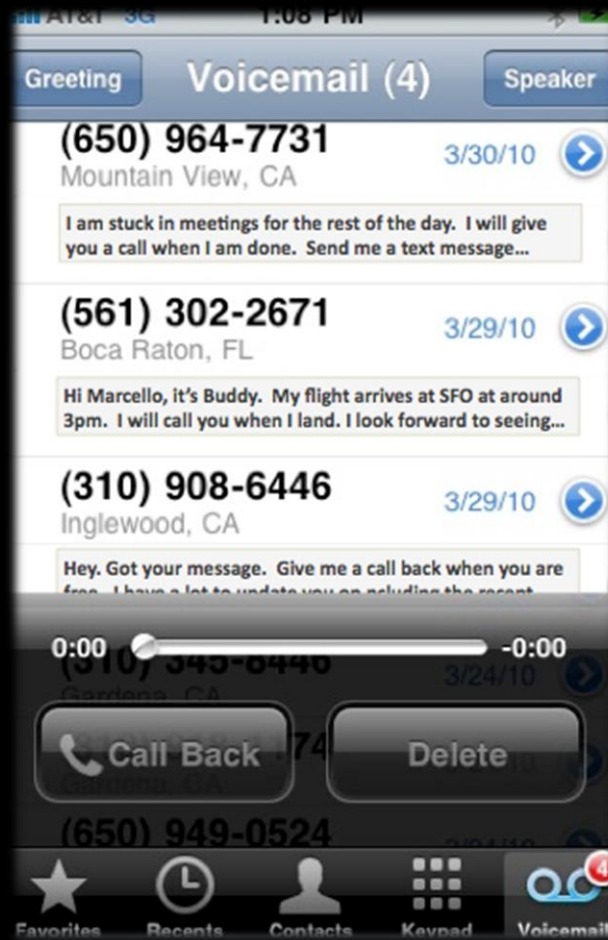
# The evolution of voicemail





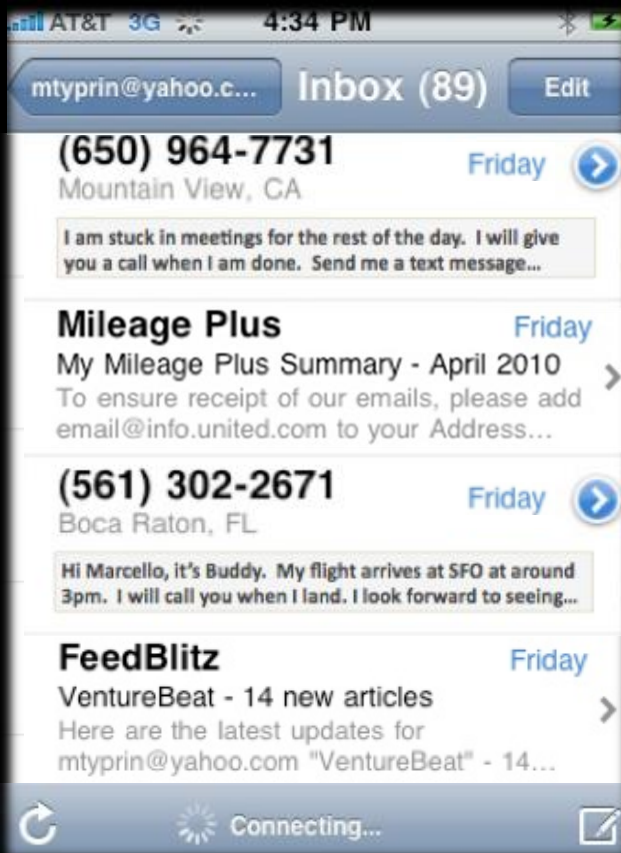
# Making visual voicemail truly visual

Voicemail with transcription in a single user interface



# Unification

Email +  
Voicemail with  
transcription in a  
single user  
interface



# Voicemail-to-text = ubiquity

- Consumers have a BIG problem
- We have a solution
- UX: evolving from VERY GOOD to AWESOME



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