



A Look at the Europe Voice Search Market

By Detlev Artelt,
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Who's talking?



- Expert for voice portals & speech solutions
- Pioneer in voice & IVR since 1993
- Publisher of voice compass
- Independent consultant and CEO of aixvox GmbH from Aachen, Germany
- Leader of working group “Unified Communication” of the eco institution
- Writer for many magazines like *acquisa*, *Call Center Profi*, *TeleTalk*, *Competence Site*, *Call Center International*
- 41 years young, Hobbies: travel and diving

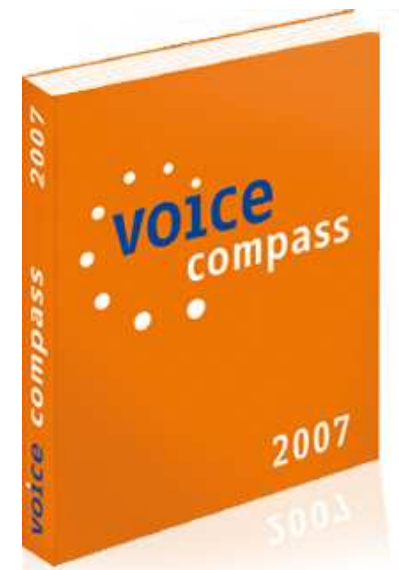


Detlev Artelt

The voice compass



- Advisor knowledge in a book. The Content is equivalent to 4 - 5 day of consulting
- Produced from Detlev Artelt and 3 other international Experts (Bruce Balentine, Judith Markowitz, Bill Meisel)
- Background knowledge from telephony to VoIP to speech recognition, Dialog design and professional service in Voice.
- Addresses decision-maker in Marketing and Sales and all enterprises
- Real-life scenarios
- Neutral and independent overview



- Europe has 680.000.000 people (301.000.000 USA)
 - ➔ More than 2 times the US Market
 - Europe has 27 states and 23 official languages
 - ➔ Complex language situation
 - More mobile phones than people (103% in 2007)
 - ➔ Great opportunity for new solutions
 - Altogether – a huge market for voice search
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- A faint, light blue map of Europe is visible in the background of the slide, showing the outlines of the continents and some internal borders.

What solutions are available?



There are plenty voice search solutions active in EU

- Typical information retrieval solutions for cinema, trains, football/soccer and many more.
- Free DA comes slowly
- Audio Mining
- Voice Search in CRM
- Media Center with voice search
- Other

User case from City of Munich



- Information on travel by Bus, S-Bahn (suburban railway) and U-Bahn (underground train)
- Call a local number (089 / 41 42 43 44) and create your unique trip. Available in German and English
- Very “Old fashion” static dialogue
- Results per Voice, SMS or Fax (Multimodal?)

Voice Search in Media Center



Media Center Plug-in “Speaky” enables voice search

- Search for TV, Audio, MP3 and Pictures
- Hit Speech Button
- Say what you want
- At the Moment only in Italian language
- Made by Loquendo speech technology



Audio Clipping from COM Vision

- A solution which records all relevant TV and Radio-Station
- Journalists can retrieve what you hear on around 70 Radio Stations to search for a Name, Topic or other
- Different Approach to voice search



An Enterprise voice search solution

- Connecting to Customer Database
- Search for Client Name, Company, Office
- Comes back with the correct telephone number
- Connects traveling sales guys quick and without keystrokes through central CRM with always the right contact
- Saves cost by time and airtime



How does People accept voice at all?



- THE biggest problem is User acceptance
- German people accept new processes quite slow
- Similar like other European countries
- A new solution has only one chance to survive – make it work well the first time you show it
- Teach people the benefit before they first call

Conclusion



- There are basic voice search systems in use
- There is a huge market available
- Voice gets more and more accepted and mainstream
- Easier of use search in any way
- A clear value for the End-user
- Standards for using voice automated systems
- We see that simple and easy solutions get accepted fast



Questions about the European Market ?

Contact



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