



Enterprise Customer Care on 3G Phones

Presented by

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AVIOS Voice Search 2009

- SpeechCycle
 - Who we are
- The perfect storm (what makes it possible)
 - Growing computational power of phones
 - Expanding wireless network capacity
 - Maturing voice platforms and adoption of mobile applications
- Why multimodal in the Enterprise?
 - Provides additional value to call centers and an alternative interaction method to callers
 - Deals with cognitive load on large search spaces
- It's Alive!!! It's Alive!!! (Multimodal demonstration)
 - Interaction with customer care application
- Lemme sum up

- Fifth-fastest growing company in the tri-state (NY/NJ/CA) region, and third-fastest growing technology company in NYC in 2008
- Market innovator for SaaS-based customer care voice applications
- RPAs have automated more than 75 million services transactions for enterprise customers
- Five of the six largest MSOs in the US are customers
- Platform on-site at large Pacific-based carrier
- Pioneered pay for performance business model



Smartphones captured 14 percent of the 2008 market and are expected to grow throughout the challenging period of 2009 and comprise 31 percent of the market by 2013.

Kevin Burden, ABI Research, 2009

- Smartphones are capable
 - iPhone, Google Android, Symbian, Palm, Blackberry OS's today support complex handset applications
 - Most ubiquitous computing device; Nearly 40% of the world's population have mobile phones
 - [Mobile phones have achieved] "88% penetration in 2008 and 104% penetration by 2014 in the United States." (CTIA, Frost & Sullivan, 2008)

- Wireless network capacity is growing, and 3G is common among the developed nations
 - High-bandwidth network capabilities enable quick transmission of complex and mixed mode data
 - Enterprise customer care multimodal applications are created by tying disparate knowledge resources together via high-speed networks capabilities
- Voice platforms are ready
 - Voice recognition engines today can are capable of recognizing high-volume, multiuser input; SLM and SLC technologies make this possible
 - High-transaction platforms like SpeechCycle RPA OnDemand are built to generate data-driven VoiceXML output; HTML is just another mode

- User adoption of mobile applications
 - Palm
 - iPhone app store successes
 - Blackberry & Google add app stores too
 - Google Andriod

Modern wireless handset have evolved into miniaturized, multimodal platforms. Even at the low-end of the price-range, affordable “feature phones” support conversations, search, messaging and browsing through voice, text and graphical communications as required by subscribers.

Opus Research, 2008

- Enterprise multimodal applications are Rich Phone Applications
 - Creates a unified communication experience
 - Synthesizes customer, product, and process information
- People consume information differently
 - audial, tactile, visual, and audio/visual

- Voice, text, multimedia: a better experience
 - Speech complements text and graphical interfaces by added input convenience and speed
 - Text and graphical interfaces complement speech by making speech recognition interaction easier and more robust
 - Visual information creates a persistent context for the user
 - Hints on what to say can be available on display
- Helps manage cognitive load/auditory dissonance



SpeechCycle

Hold  and speak Clear

Press-n-Say! by SpeechCycle

Just Press-and-Say what you need help with.

For example, while holding the Talk button, say "Billing question" or, "Lost internet connection"

Powered by 

[Demo](#)

- User can speak or click *at any time*
- User speech is interpreted using current visual context
- If utterance interpretation corresponds to a clickable link (e.g. ranked n-best list, options), link is followed
- Otherwise it is interpreted as a change of subject

- Voice search in the contact center benefits from multimodal wireless
- The conditions exists today for delivering enterprise multimodal applications
- Multimodal RPAs create significant benefits to both the caller and the contact center by creating truly *automation-assisted* self-service experiences
- Speech and GUI provide a better customer experience than current IVR applications
- SpeechCycle RPA platform runs enterprise multimodal applications in both on-site or SaaS deployments
- SpeechCycle provides under its pay for performance business model



Questions?

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