

Voicemail Transcription for Autoattendants

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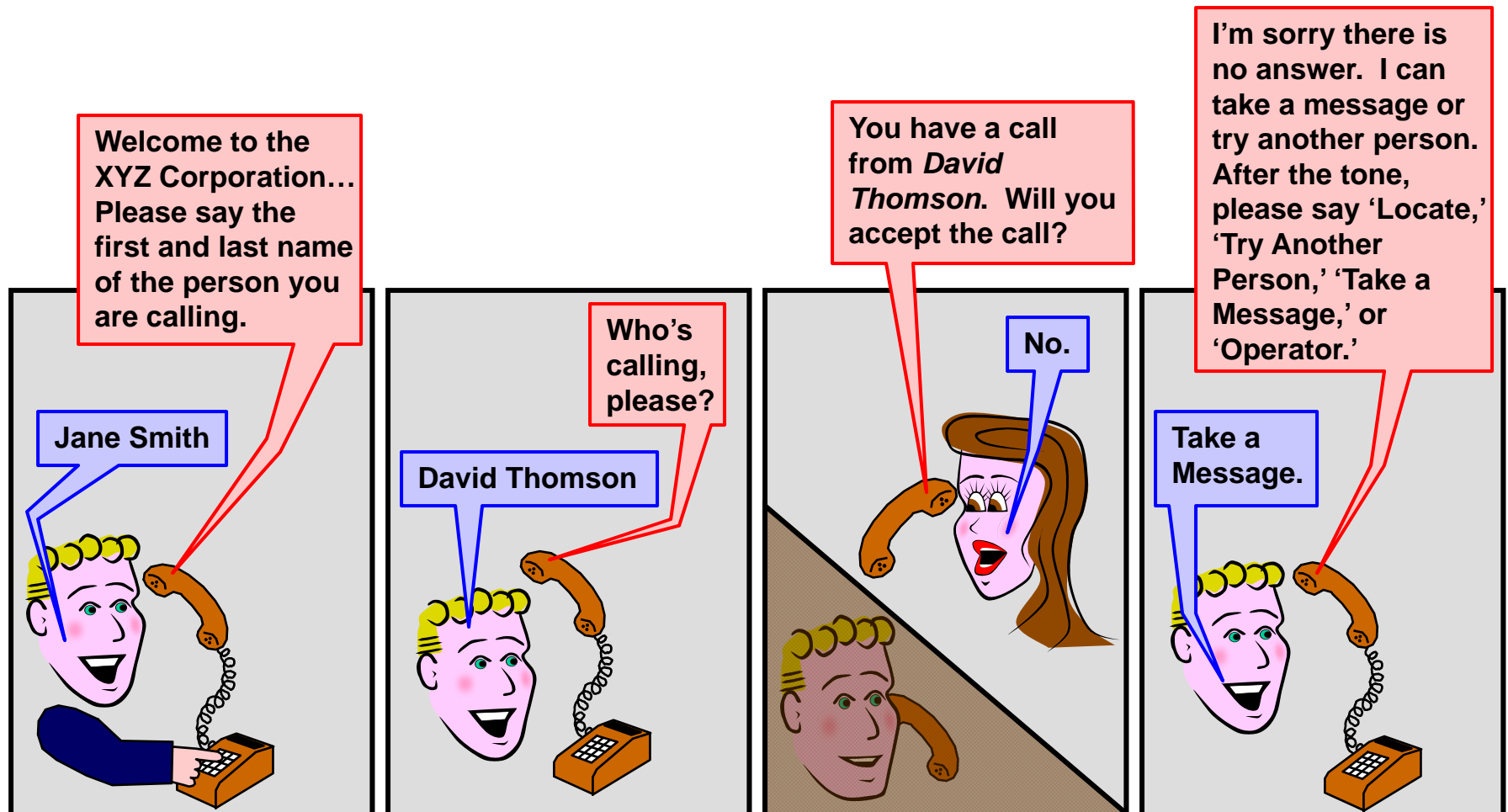
Voice Search 2008

Today's Marketing Study

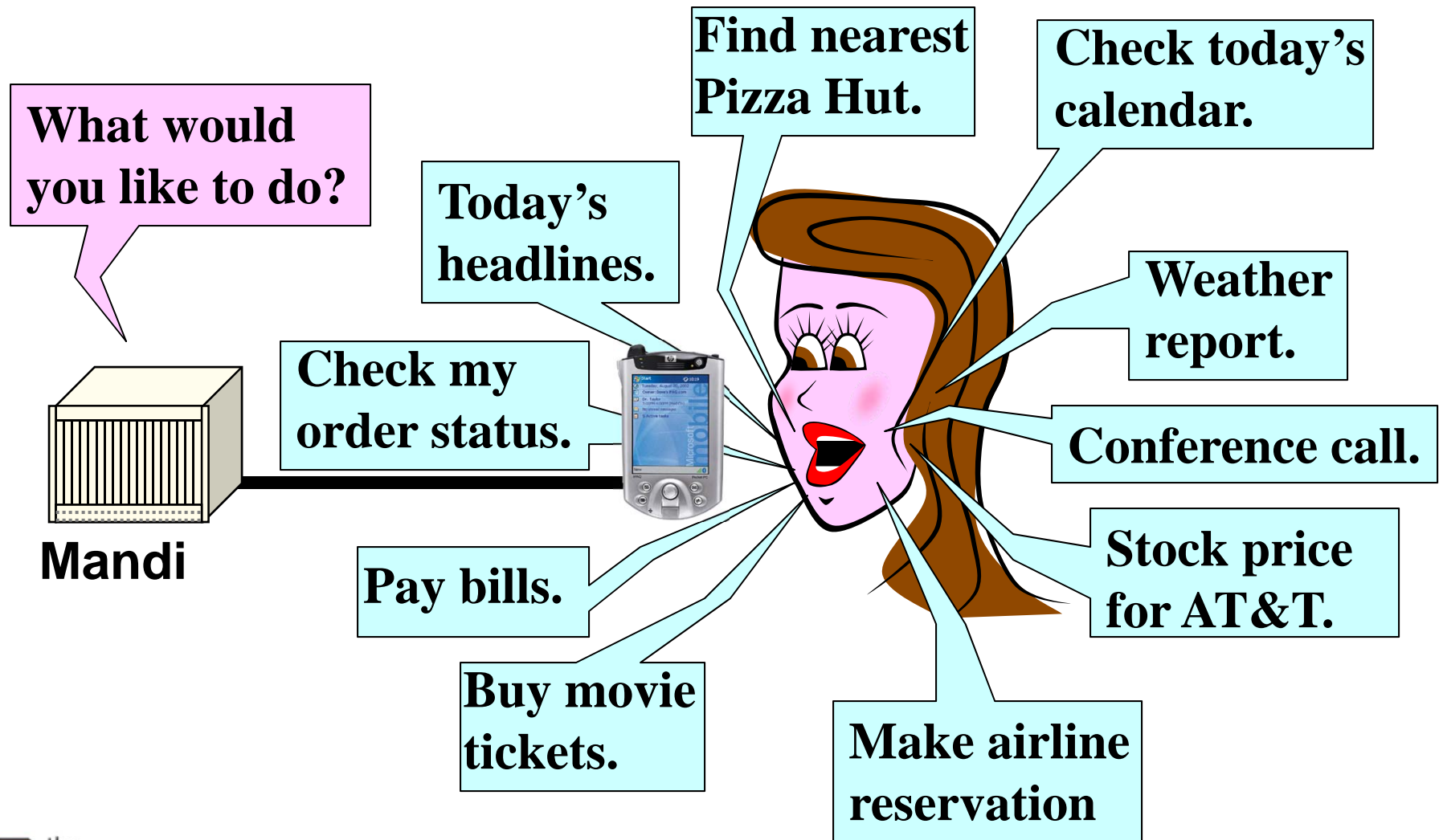
Are you a:

- Speech technology provider?
- Platform developer?
- Application developer?
- Service provider?
- Sightseer?

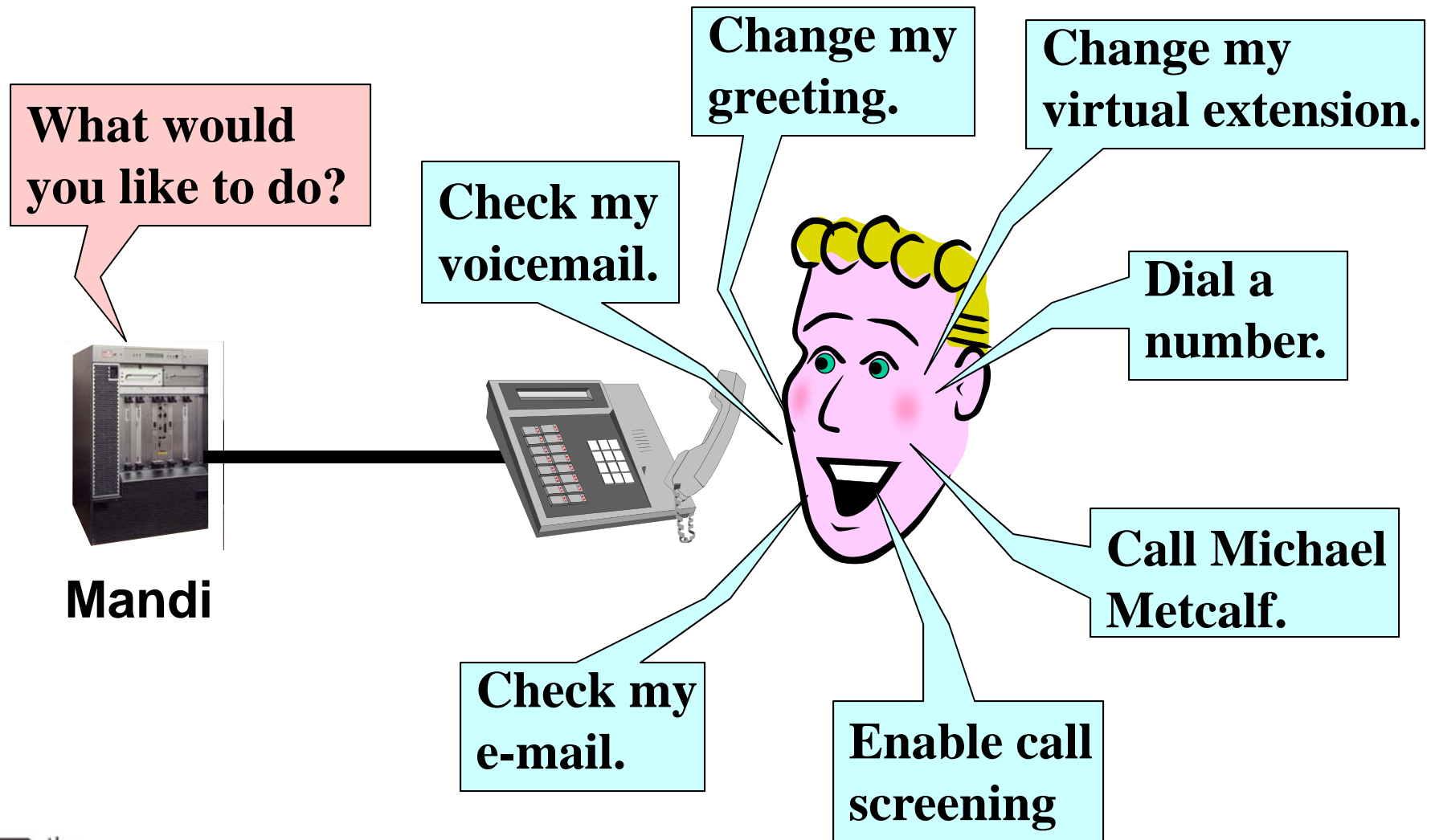
MANDi - Auto Attendant Call



Vision: One Service for Everything



The Current Mandi Solution



Caller Usage – Call, Voicemail, Email

17.82%	Call <name>, <name> ★
0.17%	Lookup number/email
11.36%	Dial a number ★
18.22%	Voicemail ★
1.52%	Email ★
0.40%	Take a message
9.71%	Accept/reject call
0.63%	Locate, another person, operator
1.84%	Screen, do not disturb

Total utterances: 3512

Caller Usage – Admin & Special

2.96%	Change virtual extension
0.88%	Change greeting/password, minutes
1.82%	Main menu
0.09%	News
0.14%	Mandi Live★
0.03%	Bible By Phone
0.37%	Help★
21.56%	yes
4.27%	no
4.78%	Good-bye★

Voicemail Transcription

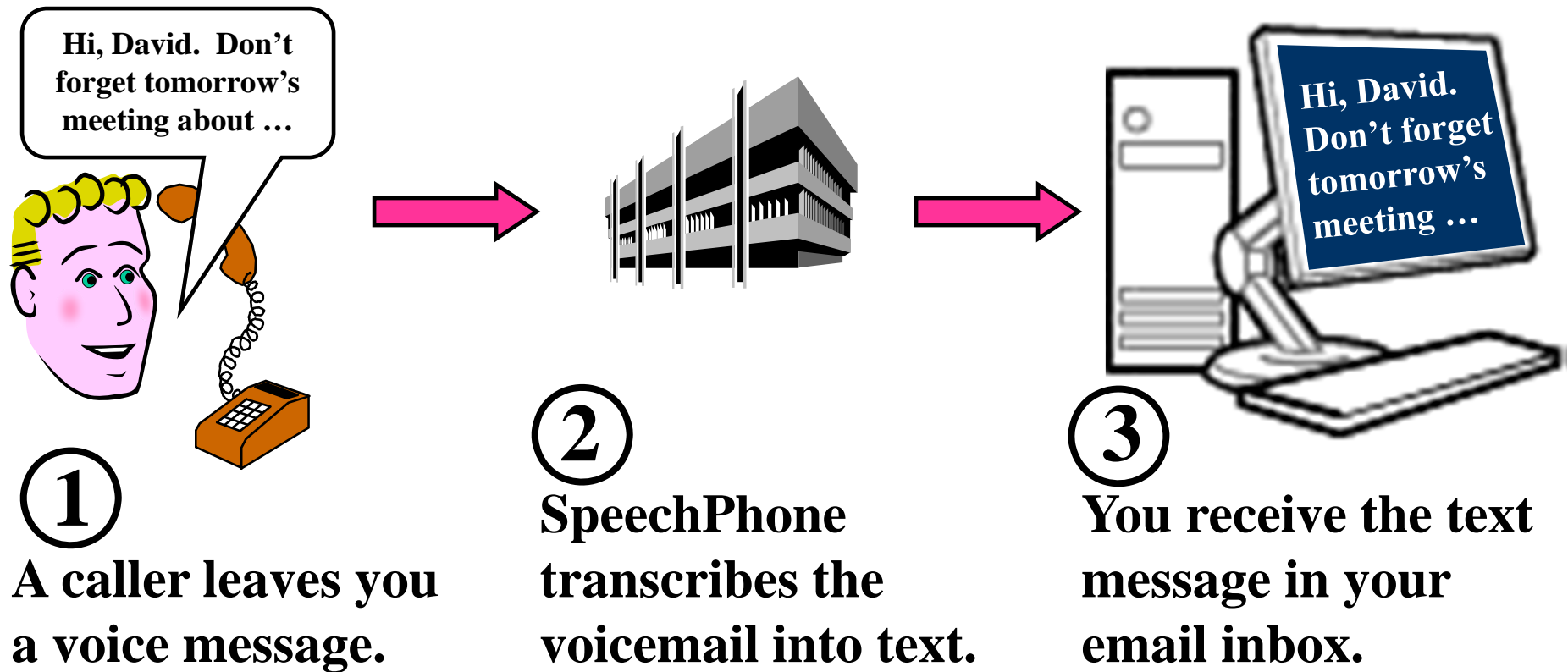
Providers

- Simulscribe “*cutting edge voice recognition*”
- Spinvox
- Jott
- Phonewire “*People Powered*”
- DictoMail
- Callwave – BlackBerry / summary

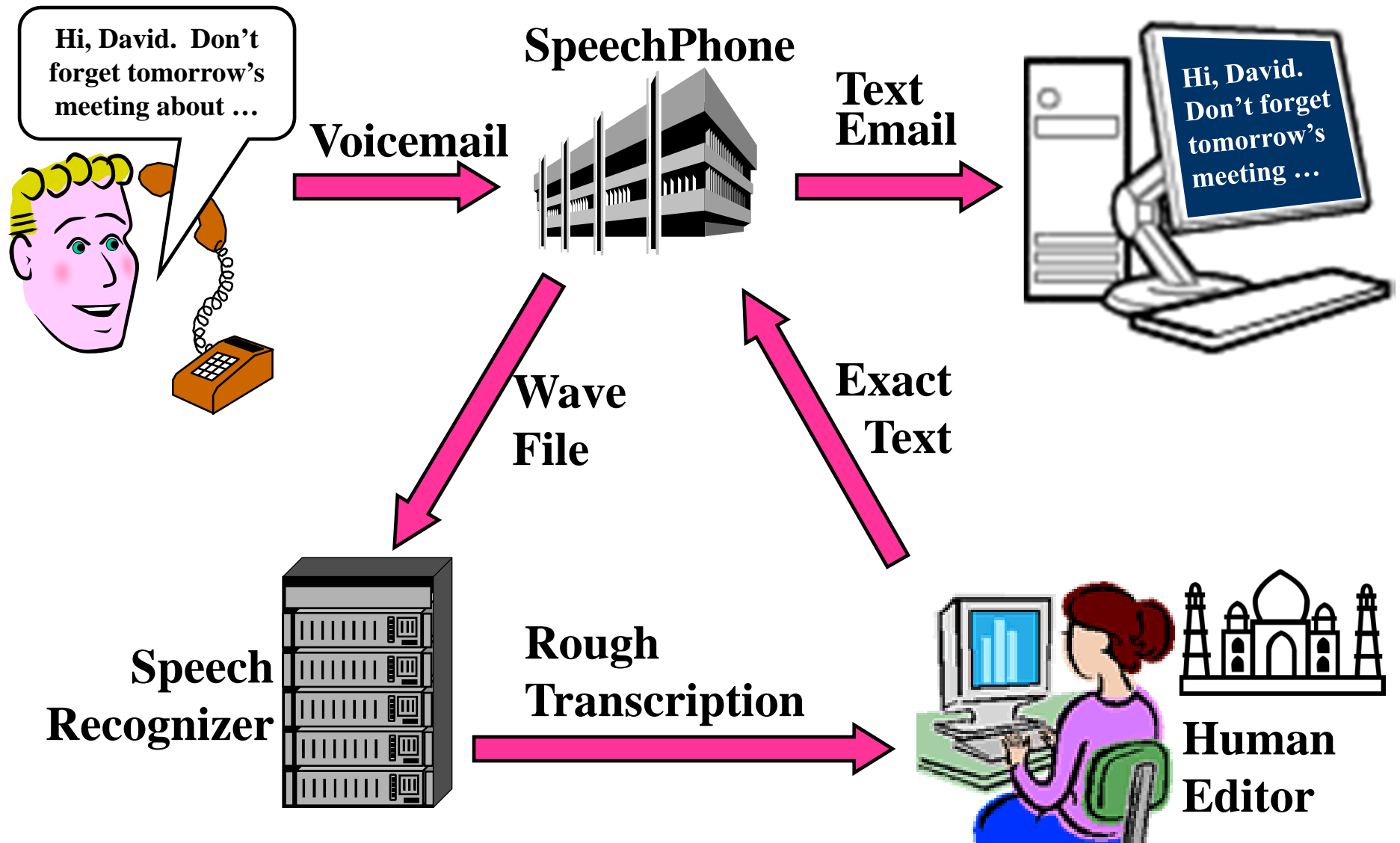
Carriers

- Cincinnati Bell
- Verizon
- Alltel
- Vonage

What we show our customers



What actually happens



Trial Setup

- Invited 45 participants
 - Mandi subscribers
 - Actually use the service
 - Customers for at least a few months
 - Pay their bills
- Contacted via email and voicemail
- 19 signed up (3 unsolicited)
- All filled out entrance survey

Online Signup Survey (p. 1)

Thank you for signing up for our latest experimental service - a feature that transcribes your voicemail into text and emails you the result. Your subscription is free for the duration of the study.

★ Please enter your Mandi number, including area code:

★ Enter the email address where you want your transcribed voicemail sent:

★ What do you primarily use Mandi for?

business personal both

★ How many hours per day do you spend on the phone?

★ What percentage of your calls end up going to voicemail?

★ Do you get voicemail at another location besides Mandi (cell phone, home answering machine, etc.)?

yes no

★ How do you usually listen to voicemail?

by phone on a computer both

★ How often do you check voicemail? ★ How often do you check e-mail?

at least hourly

2-3 times per day

daily

2-3 times per week

once per week or less

at least hourly

2-3 times per day

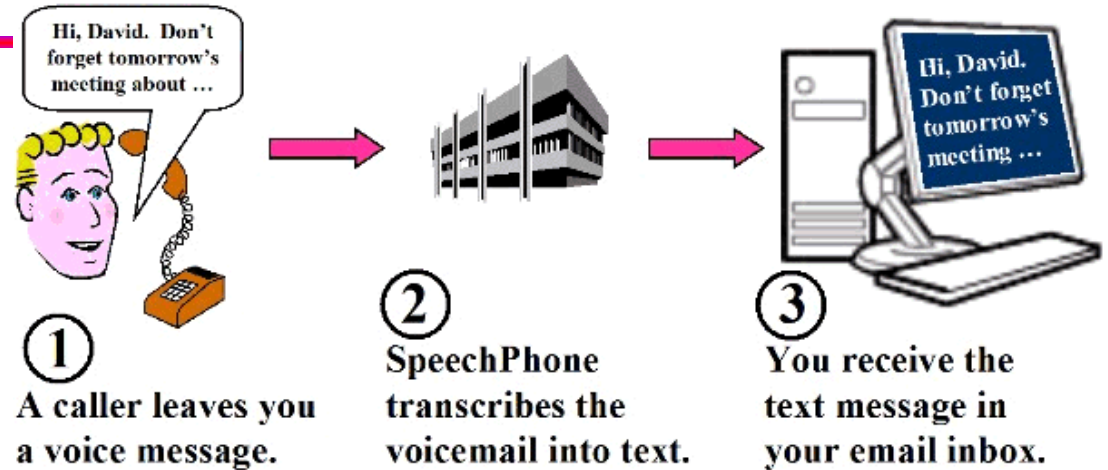
daily

2-3 times per week

once per week or less

Online Signup Survey (p. 2)

You will be testing a service where your Mandi voicemail is transcribed and sent to you as text email. It works like this:



★ Have you heard of a service like this before?

yes no

★ If SpeechPhone were to offer this feature, how valuable do you think this would be for you?

- very valuable
- valuable
- somewhat valuable
- slightly valuable
- not at all valuable

★ If SpeechPhone offered this service for 25 cents per voicemail message, would you be likely to subscribe?

yes no

Other comments (if any):

★ Indicates Response Required

Signup Survey Results

Average time on phone: 4.5 hours/day.

Average percentage of calls going to voicemail: 36%

(Range: 5%-100%)

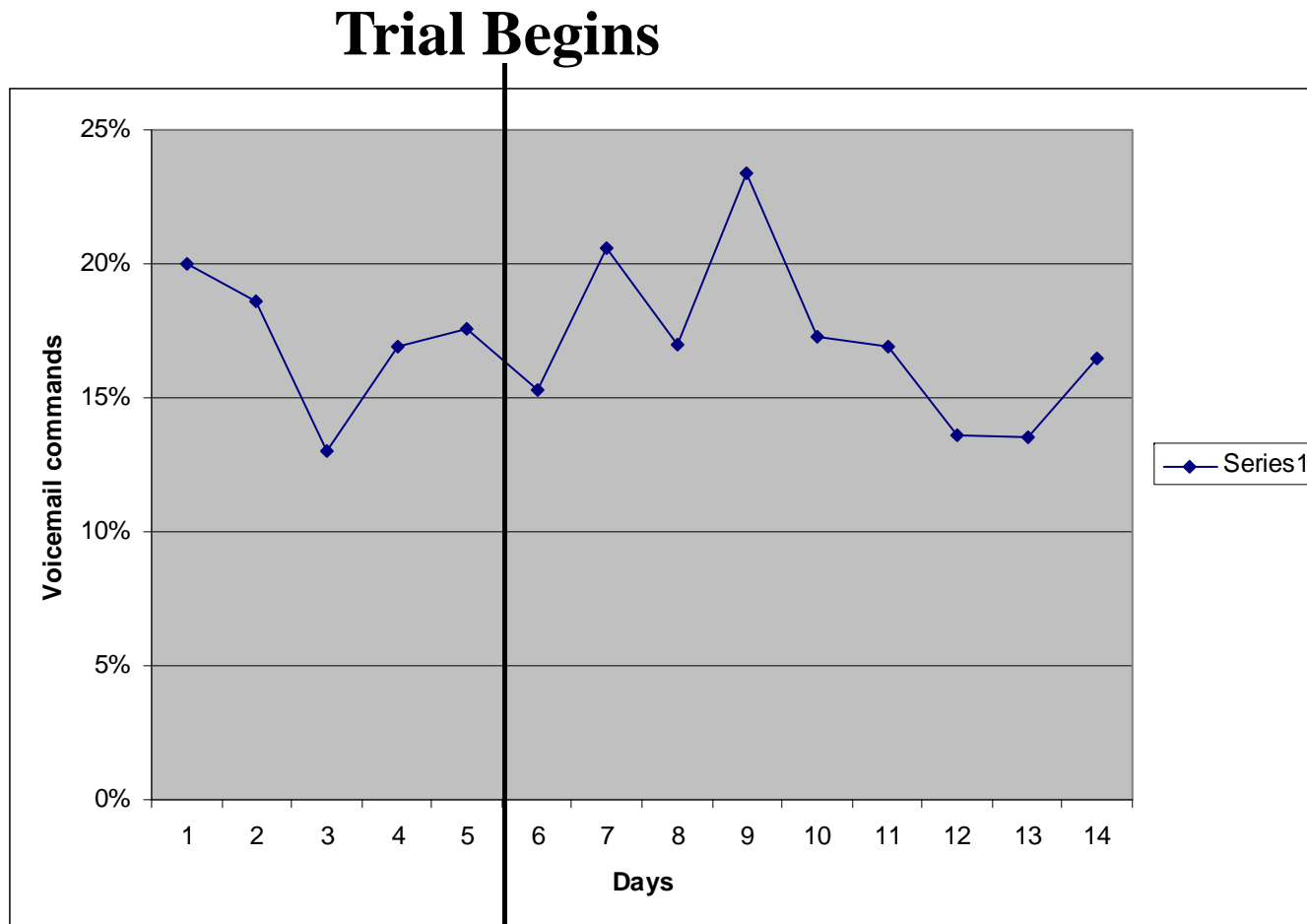
8/19 said they would likely pay \$0.25/message.

Correlated with: “valuable.”

Correlated with: Use for business & personal

Uncorrelated with % calls to voicemail.

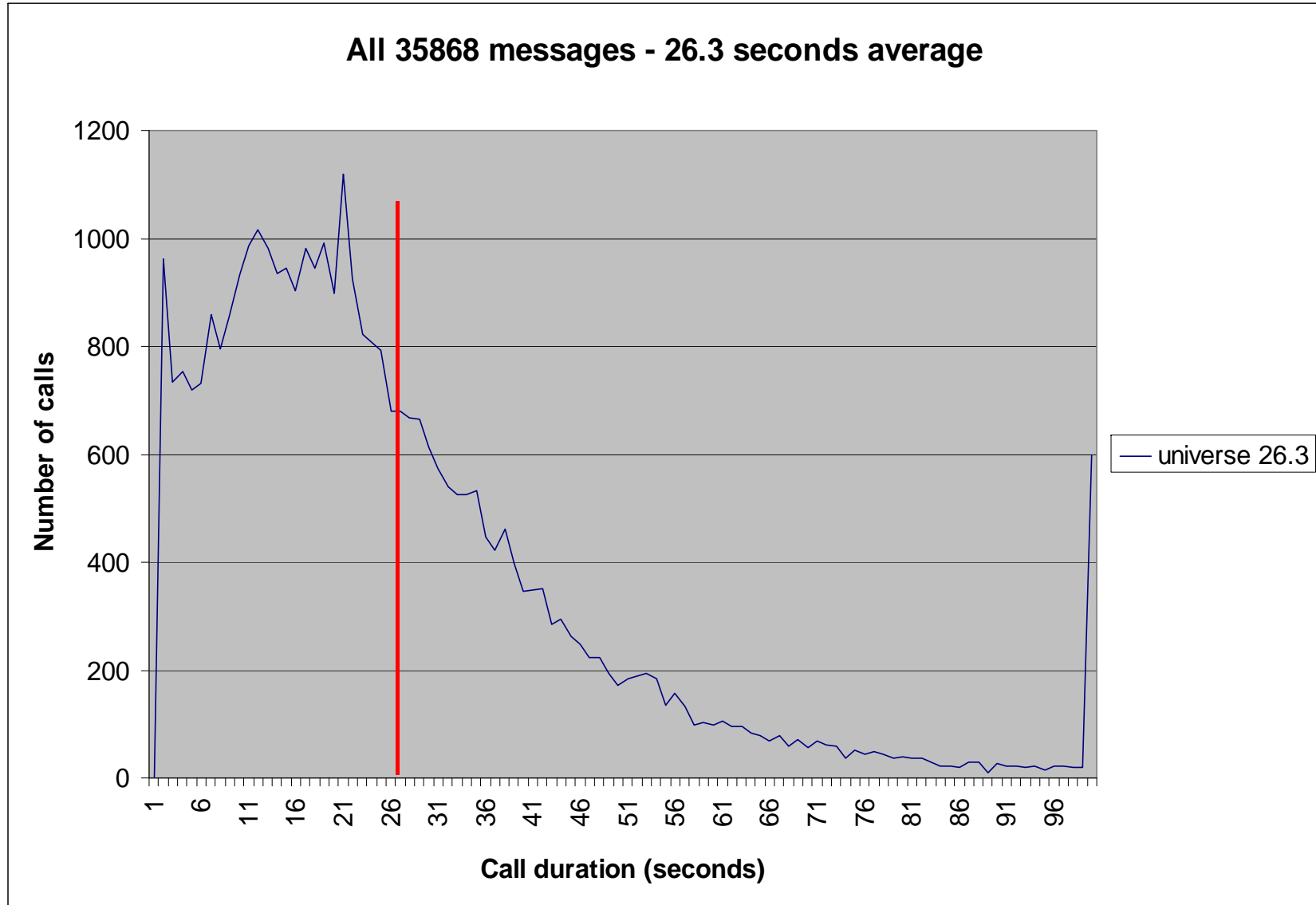
Dial-in Voicemail Activity



Interim Feedback

- No willingness to pay for majority
- Great willingness to pay for minority
- No accuracy complaints
- Some issues with unrecognizable speech, Spanish
- Very impressed
- 1500 user sample: 1.8 voicemail messages per day.
(contradicts perceived voicemail use)
- Traffic appears unaffected by transcription

Voicemail Duration Study





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