

Putting voice to work



“small form-factor wireless phones and personal digital assistants have pushed users about as far as they can go. typing commands on a dial pad or using a mini-stylus to navigate a shrunken computer screen is appealing to only so many people. users are fed up and want their voices heard – literally.” Charles Waltner, Interactive Week.

## Organisations now need to rediscover the power of voice

There's no escaping the power of voice in business. It's the way business has always been done – buyers and sellers talking. Customers having a dialogue rather than listening to a monologue.

No technology has been invented that works so well or convincingly as the human voice when it comes to communicating and making decisions.

Researchers estimate that most people can speak 5 times faster than they can type and 10 times faster than writing.

The power of voice remains the most intuitive and simple way to interact, whether it's communicating decisions inside your organisation or dealing with customers who contact you. With greater demands placed on quality of customer service, voice driven solutions are the most effective way to deal with increased enquiries using finite resources.

Vocalis can help meet the new demands, and realise the immense value that exists in the application of voice driven solutions to a communications infrastructure.

To manage the information explosion, organisations have invested in tools that permit rapid access to relevant information. Increasingly, the challenge is to deliver a more personalised and customised service on demand.

Voice business, or 'v-business' has matured beyond early visionary developments that promised much but lacked delivery. Today, Vocalis provides proven solutions that are deployed by top companies all over the world. Vocalis is the only UK company offering these solutions with a deep understanding of European markets.

Organisations who harness the power of voice will remain supreme in building relationships at all levels within an organisation and with their customers. The Vocalis goal with all clients is straightforward:

**Develop an effective communications infrastructure to gain competitive advantage.**





to create competitive advantage, add value and increase business margins, clients trust vocalis to put voice to work.

# Putting voice to work for clear business advantages

It's hard to imagine an organisation that cannot benefit from Vocalis voice driven solutions. Whether at local level or enterprise-wide, a global corporation with complex demands or a smaller company seeking increased efficiency and effectiveness without complexity.

Vocalis can deliver a proven voice driven solution to meet your challenges and your business needs.

Based on the solutions we've provided across Europe we can show you how v-business:

- **contributes directly to profitability**
- **meets return on investment benchmarks**
- **provides competitive advantage tailored to market sectors on a local and global scale**

For one client, the amount of time spent on answering calls was reduced by 33% when Vocalis developed a voice driven business solution to help manage call traffic.

Vocalis voice driven solutions can dramatically improve automation, self-service satisfaction and authentication.

**Automation** reduces queuing and offers rapid access to services when the customer demands it. (Being held in a queue is one message no customer wants to hear.)

**Self-service** puts customers in control and allows companies to derive competitive advantage whilst reducing costs.

**Authentication** may be important for transactions which involve highly confidential information or a simple request for advice. The right information has to be delivered to the right person.

Vocalis work with the realities of a complex changing world. Against a landscape of increased deregulation, borderless trading, and new alliances delivering innovative solutions, working at digital speed.

As one business commentator observed, "There is no endgame to pursue anymore. Just the next advantage."



# Creating the right voice for your organisation

Vocalis solutions are invaluable because they satisfy both the business case as well as operational demands.

The delivery of Vocalis v-business solutions is based on years of expert research into dialogue designs and human interaction. At the core of Vocalis voice driven solutions is Vocalis SpeechWare – the proprietary speech recognition technology.

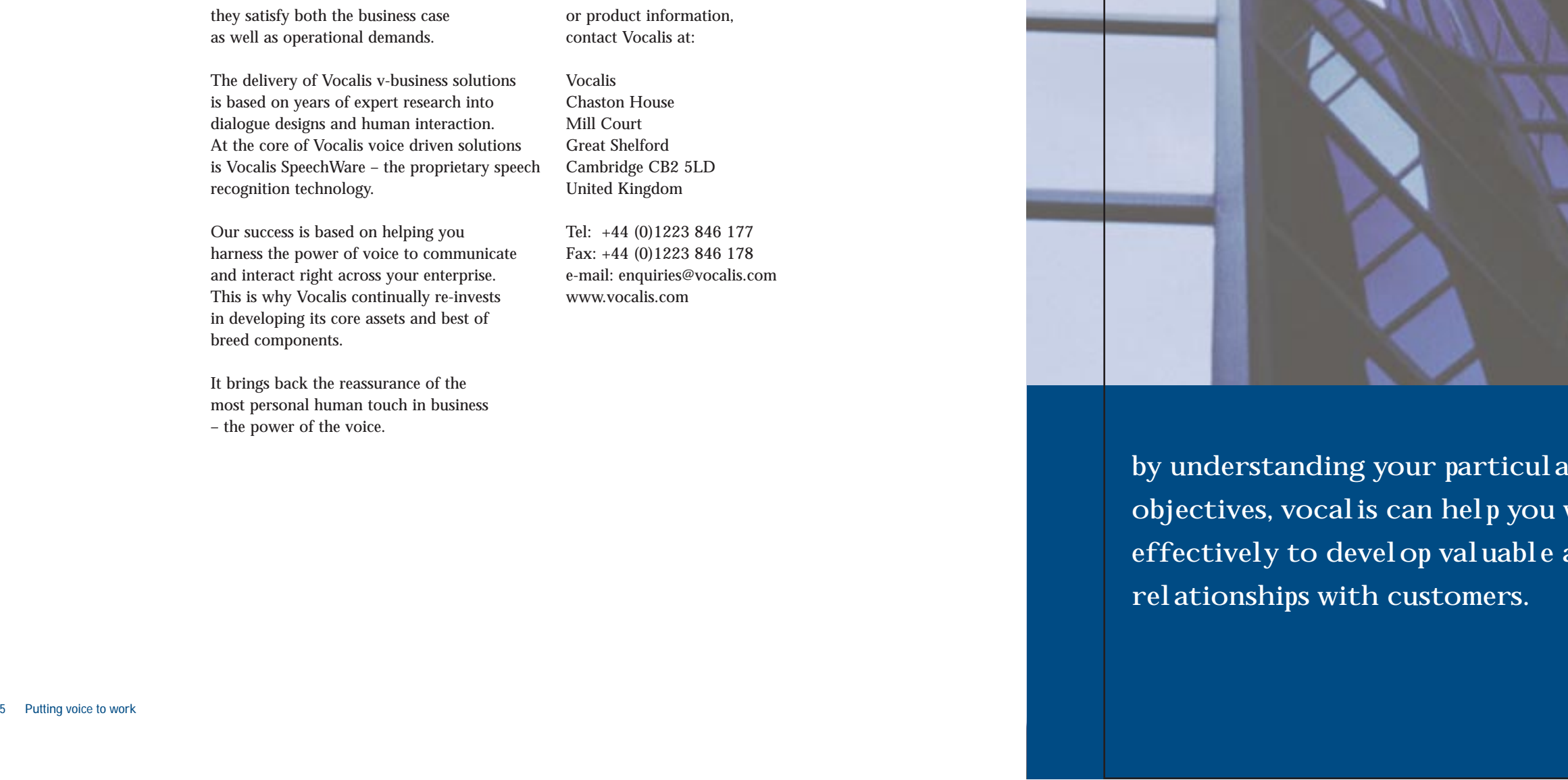
Our success is based on helping you harness the power of voice to communicate and interact right across your enterprise. This is why Vocalis continually re-invests in developing its core assets and best of breed components.

It brings back the reassurance of the most personal human touch in business – the power of the voice.

For further business sector or product information, contact Vocalis at:

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by understanding your particular business objectives, vocalis can help you work more effectively to develop valuable and valued relationships with customers.