

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.

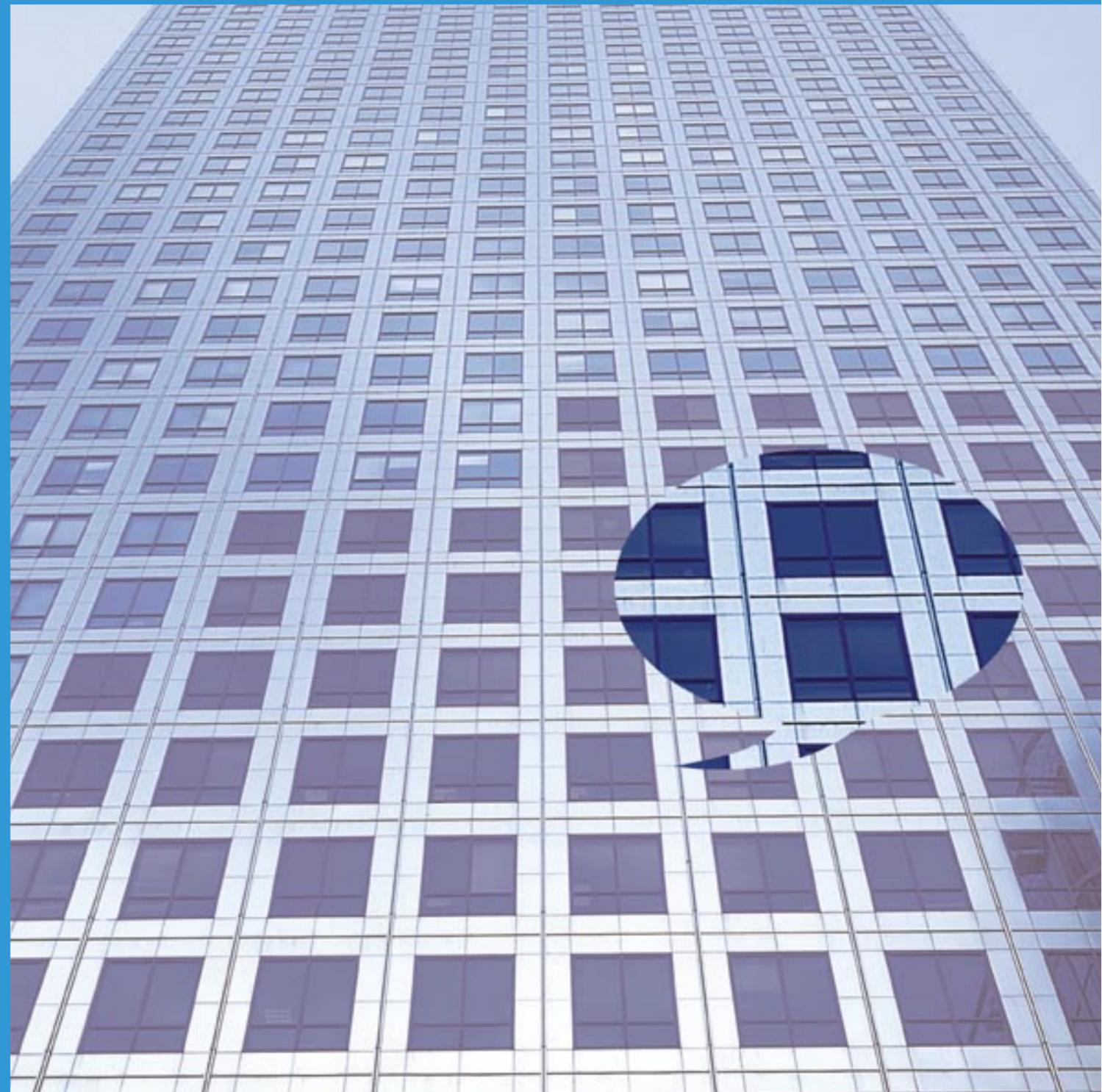
Our success is based on helping you harness the power of voice to communicate and interact right across your enterprise. This is why Vocalis continually re-invests in developing its core assets and best of breed components.

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

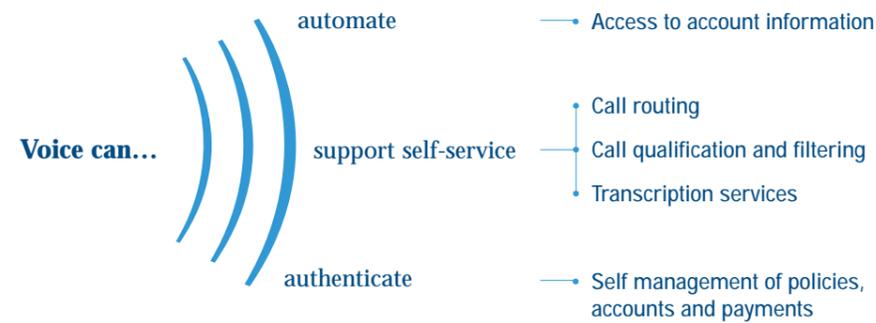
For further business sector or product information, contact Vocalis at:

Vocalis
Chaston House
Mill Court
Great Shelford
Cambridge CB2 5LD
United Kingdom

Tel: +44 (0)1223 846 177
Fax: +44 (0)1223 846 178
e-mail: enquiries@vocalis.com
www.vocalis.com



Putting voice to work in today's busy European call centres



the customer's experience can make or break the relationship. it can endorse the trust a customer places in a product or service or it can reduce you to being just another organisation that's lost touch with its customers.

Anglian Water builds a dedicated voice for their customers

The voice driven future of call centres



After a decade of explosive growth, the call centre market faces crisis. With annual staff turnover rates of 30% and rising in an industry that employs over 400,000 people in the UK alone, the costs associated with hiring, training and retaining employees are immense. And with the volume of calls continually increasing, the employee churn cycle is a problem that will not disappear.

The crisis facing call centres will not be overcome by hiring and training increasing numbers of staff. This, instead leads to exponential cost increase and service degradation. Companies need to look elsewhere for the answer, to proven technology that will make the difference.

Smart companies have already found this solution; employing voice driven technology that gives the customer direct control over their information and transactions. A solution that is both cost-effective for the company and empowering for the customer.

Voice driven solutions are market proven and in use with call centres throughout the world. None are more proven than Vocalis, which has been at the forefront of voice driven solutions for nearly 10 years.

The power of voice

For all the technological advances we've experienced over the past few years, customers still value relationships. The challenge for telecommunications is to build bridges between customer expectations while balancing the cost of managing those relationships.

We can show you how our voice driven solutions across Europe are:

- **contributing directly to profitability**
- **meeting demanding ROI benchmarks**
- **providing competitive advantage tailored to market sectors**

Anglian Water's voice response system is just one example of how we've put the power of the voice to work in markets that depend on building strong customer relationships to establish a new reputation.

The challenge:

Few organisations face more challenging times than when they turn from a public utility to a private company. Demands are made that they provide higher levels of service for their customers.

Anglian Water not only manages water supplies in some of the most densely populated parts of the UK, they also supply water and environmental services to New Zealand, China and the Czech Republic.

Privatisation in the UK has increased competition for utility services. It is now essential to offer improved services that attract and retain more customers.

To manage customers more effectively, Anglian Water introduced an automated response system within its call centre so that customers could obtain the latest information about their water supply - especially when exceptional circumstances prevailed.

The Vocalis voice driven solution

The system currently manages between 1,000 and 1,500 calls a day. When the caller dials the system it identifies which of the sub-regions of Anglian Water the caller belongs to and automatically routes them to the information they need.

One of the strengths of the voice driven business solution we've provided, is the ability to record and playback special localised messages when circumstances demand. For instance, a region may be experiencing a supply shortage due to exceptional weather conditions or damage to mains water pipes. The result can be a sudden surge in call traffic from the usual 10 calls an hour to over 200 callers.

The dependability of this voice-managed solution is vital to relieving call centre pressures. Also, it offers the flexibility for Anglian Water to provide a range of customer services simultaneously.