

# 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.

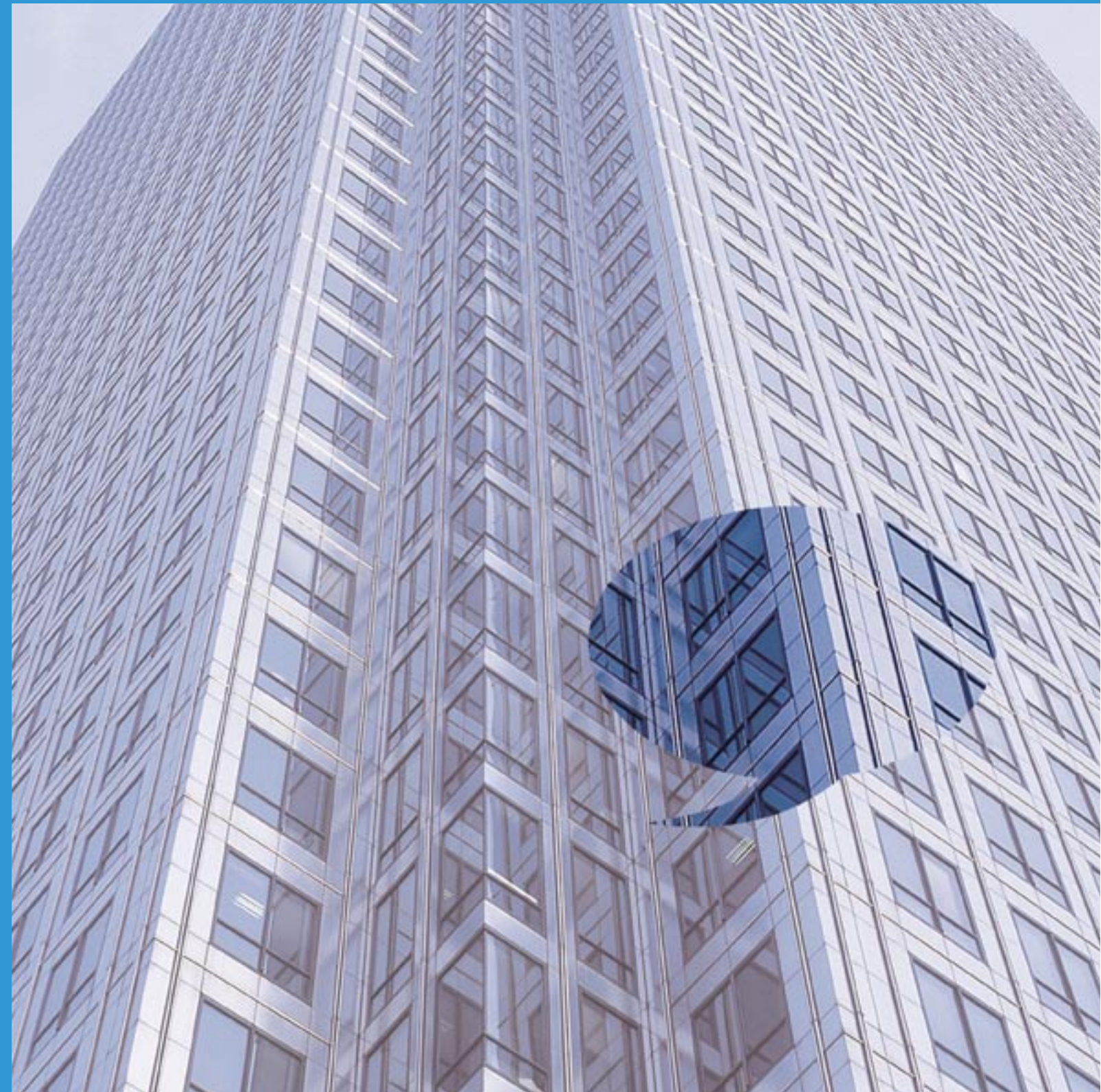
Our success is based on helping you harness the power of voice to communicate and interact right across your enterprise. This is why Vocalis continually re-invests in developing its core assets and best of breed components.

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:

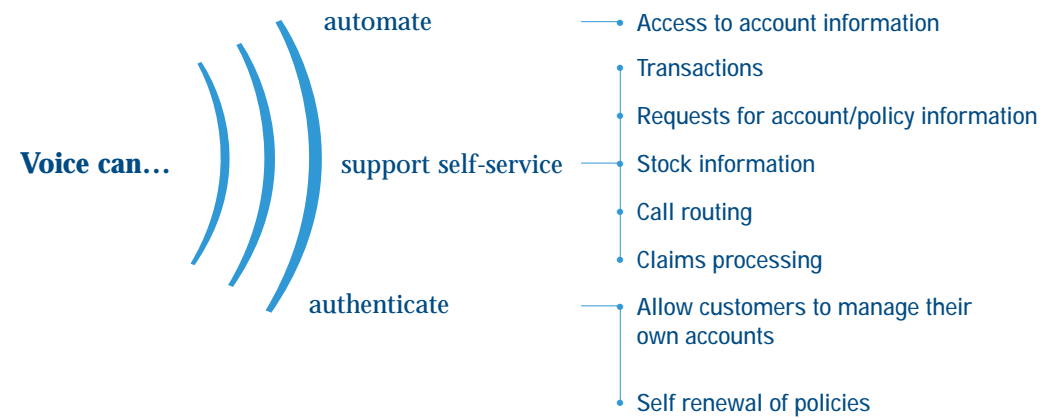
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## Putting voice to work in today's competitive European financial services markets





### The voice driven future of finance



A new era exists in the financial services markets. Customers, once loyal for life, will chop and change service provider just because the call centre is too busy or the inexperienced operator cannot complete a simple transaction. At a time of lowering margins, the cost of customer defection is unbearable.

Institutions that don't reform and provide customers with the fast, efficient service they now demand will not survive. Employing more staff in call centres will lead to exponential cost increase and service degradation.

Smart companies have already found the 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 leading financial services companies throughout the world including building societies, banks, insurance companies and stockbrokers. 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 financial services is to build bridges between customer expectations and managing the cost of that relationship.

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**

Abbey National telebanking is just one example of how we've put the power of the voice to work in financial organisations all over Europe.

the traditional notion of a lasting relationship seems very faint in today's digital marketplace for financial services.

# Abbey National has a powerful voice in the marketplace

### The challenge:

Part of Abbey National's continuing success is its willingness to embrace new technologies that lead to distinct business advantages. Especially when it leads to differentiation in the eyes of its customers.

During the mid 90s, the company introduced automated telebanking which had to fulfil several requirements:

First, was the need to automate call reception with a system that would manage standard enquiries and services such as fund transfers, payments and requests for statements.

Second, the telebanking operation would need to integrate with the company's automated teller network and existing interactive voice response (IVR) systems.

Other considerations included the need for automated services to be available to all customers - not just those with touch-tone phones.

It was clear to Abbey National that the solution would need to be robust and have proven voice-response capabilities. Given that the service had to be available to all its customers, the design would have to be simple, easy and scalable.

### The Vocalis voice driven solution

The Vocalis voice driven solution offers voice or tone driven input with human voice support wherever necessary.

The development has grown to such an extent that there is a continuous programme of expansion using the Vocalis solution platforms, to become the largest Vocalis installation in the UK.

This is just one example of the dependency organisations can place in the power of Vocalis voice solutions. It operates 24/7 taking calls from anywhere in the UK and handles any of the routine enquiries.

There was extensive initial testing of the original system including a programme involving 5,000 native speakers all over the UK.

### With a clear advantage for everyone

No one could anticipate how readily customers would adopt the service. From an estimated 40,000 calls a month, the system was managing over 1.5m calls every month within 12 months. (Current monthly figures show that customer traffic is now around 1.5m calls - up to 70,000 of them managed automatically and completely by Vocalis voice driven solutions for business.)

Continuous refinements have taken place over the years to manage customers' needs more quickly and effectively as well as introduce new services that keep Abbey National ahead when it comes to talking to its customers.