

Freescale Semiconductor

Service and ROI drive chip manufacturer's commitment to voice.

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Rick Weise
Manager, Call Center Telecom & Technology
Freescale Semiconductor

Summary

Freescale Semiconductor Inc. wanted to replace a self-service voice automation solution phone directory as it spun off from its parent company, Motorola Inc. The new solution needed to maintain continuity and cost savings; however, the old voice automation system functioned narrowly and was suited only to delivering directory information. Freescale also needed an interactive voice response solution that could extend its Microsoft .NET infrastructure investment, use 22,000 Microsoft Active Directory employee files, reduce development time for future applications, and be managed internally. Freescale turned to Intervoice Inc., a Microsoft Certified Partner, for a better solution—the Intervoice Auto-Attendant for Microsoft Speech Server 2004. Freescale estimates the ROI will be less than six months and that the Intervoice solution has the future flexibility needed to create and manage new applications in-house.

Freescale is a leading global semiconductor company providing embedded processing and connectivity products to key markets, such as the automotive, networking and wireless communications industries.

Situation

Freescale is a global leader in the design and manufacture of embedded semiconductors for the automotive, consumer, industrial, networking and wireless markets. The company is based in Austin, Texas, and has design, research and development, manufacturing, and sales operations in more than 30 countries. The company has approximately 10,000 customers, 22,000 employees and \$5.7 billion in annual sales.

About a year ago, Freescale spun off from its parent company, Motorola, and began operating independently. However, various IT solutions, such as the voice automation solution auto-attendant (self-service phone directory) needed to be duplicated so customers and employees could continue to have the same level of service as they did before Freescale left Motorola. Currently, 75 percent of the dial-0 call volume is generated by employees, and 25 percent from external customer inquires.

Historically, Motorola used an auto-attendant voice automation vendor that was very niche-oriented, choosing to concentrate on just offering

employee directory information.

Faced with the need for its own voice automation solution that could both duplicate the auto-attendant role and provide future applications flexibility, Freescale decided to find a more robust solution.

Specifically, the company needed a voice automation solution that could extend its existing Microsoft .NET infrastructure investment, utilize the current 22,000 Microsoft Active Directory employee files, reduce development times for new and future applications, and be managed internally with existing IT resources.

Solution

Using the expertise of Intervice, a Microsoft Certified Partner, and its Intervice Auto-Attendant for Microsoft Speech Server, Freescale saw the development of a new voice automation solution that met all its objectives.

Intervice Auto-Attendant offers Freescale callers fast and efficient access to other people, places and information resources from any telephone device at any time, using simple natural voice commands.

The Intervice Auto-Attendant is flexible, scalable, and simple to configure and customize. It is built on the open Speech Application Language Tags (SALT) architecture supported by Microsoft Speech Server with Extensible Markup Language (XML) links to Microsoft Active Directory.

The auto-attendant infrastructure consists of an HP DL380 G4 storage server and an automated call distribution switch, which captures the initial call metrics and immediately passes the call to the Intervice Auto-Attendant application into which Speech Server is integrated. The automated voice asks the caller to speak the name, confirms the selection via Active Directory look-up files, and connects the call.

In addition, the Intervice solution also provides area code differentiation. This is particularly helpful in managing long-distance costs. For example, calls to Freescale's two main operations in Arizona and Texas are connected automatically; all other calls are provided with numbers as a reference but are not connected.

Benefits

Freescale is seeing benefits from its voice automation solution in five ways: through an ROI of less than six months, long-term flexibility and expandability, flawless solution implementation, trouble-free operation, and the ability to make changes and develop future applications with its in-house IT team.

Solution ROI of Less than Six Months

Even though Freescale's auto-attendant solution was a replacement for what it had as a Motorola subsidiary, the company still needed to consider the live operator cost option as it made the voice automation solution decision.

"The cost of our new voice automation solution was about 25 percent of the cost of two live operators," said Rick Weise, manager of call center telecom and technology, Freescale. "We estimate an ROI of less than six months."

Long-Term Flexibility and Expandability

Freescale's first voice automation solution need was to provide continuity of dial-0 self-service as it spun off from Motorola. Second, it wanted to have flexibility to build future solutions.

"We see future voice automation solutions coming downstream," Weise said. "Financial and customer service areas are possibilities because of volume. Callers can more easily get information around the clock, all without the cost of live support."

Weise continued: "We've also discovered that our employees don't need a computer any longer just to look-up another employee's number. Direct connection to the employee is just a call away."

Flawless Implementation

Freescale sees the role of its IT partner, Intervoice, as a critical element to the voice automation solution.

"The Intervoice and Microsoft voice automation solution and implementation have been flawless," Weise said. "We have yet to have a single problem or outage after a year's operation."

"I was actually a little embarrassed to ask Intervoice who I should call if, by chance, I ever had a problem in the future. I have contact information but I've never needed it," Weise said.

Voice Automation Changes Handled In-House

"Part of the Intervoice solution was in-depth training," Weise said. "It literally meant we would be creating new applications and solving problems without them. We really appreciate that kind of partnering."

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About Intervoice

Intervoice is a world leader in unified communications, powering millions of customer interactions every day. Since 1983, our standards-based IVR/voice portal and IP Contact Center solutions have ignited customer loyalty for the world's leading banks, communications companies, healthcare institutions, utilities and government entities. Our proven IMS-ready multimedia messaging, call completion and payment solutions fuel revenue growth for the world's leading service providers.

With more than 5,000 customers in 75 countries and an extensive channel partner ecosystem, we have a proven track record of helping organizations meet or exceed their business and customer service goals. How can Intervoice help you? Visit www.intervoice.com for information.

