

## Network Operator

Leveraging the power of voice by automating customer service.

To compete and succeed in today's fast-moving telecom marketplace, carriers must improve both subscriber satisfaction and the cost-efficiency of service delivery, while at the same time creating a distinguishable brand in an increasingly competitive landscape.

That's a tall order, but one that can be managed through the deployment of leading edge, speech-enabled technologies from Interville.

Consider the case of one wireless provider<sup>†</sup>: a successful telecom that offers voice and data services in North America and parts of Europe. This forward-looking provider interfaced with its subscribers via the web, call center agents, retail outlets, and a traditional touch-tone IVR system. But to sharpen its competitive edge, this carrier wanted a more powerful way to connect with its growing customer base that created market differentiation.

### **The Business Challenge**

The primary objective of this carrier was to gain a comprehensive understanding of its wireless subscribers: to know how its customers buy and use its products, make

<sup>†</sup> Because of the competitive advantage created by the applications discussed in this application study, the network operator asked not to be named.

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inquiries, and deal with product-related issues. The provider's ultimate goal was to leverage that "360-degree" knowledge to create customer loyalty from the first time the customer interacts with the carrier. This information resulted in improved customer care, reduced the cost of service, and increased profitability through higher average revenue per user (ARPU).

In the past, this wireless provider had used traditional touch-tone service applications, which offered subscribers a hierarchical menu and the use of DTMF (touch-tone) navigation. This approach, however, was less than intuitive and often resulted in high numbers of callers being routed to expensive live agents.

To improve customer service and extend the reach of an automated, self-service solution, the carrier turned to Intervoice to integrate its voice and data networks with VoiceXML.

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#### **A Speech-Driven Solution**

Intervoice was selected to meet those challenges because it offers an open, standards-based end-to-end, self-service voice solution that delivers multiple call-flow platforms in a single, open-system architecture. In addition, Intervoice was selected to provide this solution because of its leadership in the adoption of open standards. In fact, Intervoice has deployed its VoiceXML browser into large enterprise and carrier environments for many years.

Key elements of this solution include:

- Easily integrated, server-based components that provide both multimedia and voice automation capabilities. Offering an expansive array of network, data, and telephony connectivity options, Intervoice delivers speed, reliability, and performance at a very competitive cost.
- Text-to-speech (TTS) technology, employing an advanced software engine to convert text into natural sounding voice presentations.

TTS reduces the time and cost of implementing speech solutions, while measurably improving the quality of a caller's experience.

- Advanced speaker verification to recognize the unique biometric characteristics of a caller's voice. By comparing a subscriber's voiceprint with a prerecorded sample, speaker verification adds an important level of security to traditional passwords or personal identification numbers (PINs).
- An advanced speech recognition solution that leverages statistical models of spoken language to make it easier for customers to access voice-based information. Speech recognition simplifies the creation of sophisticated voice applications by allowing callers to say what they need in their own words.

Intervoice backs these technologies with world-class professional services for the lifespan of the solution: throughout the design, development, testing, deployment, and monitoring of these speech applications.

### **How Carriers Can Use Speech**

Telecommunications carriers all over the globe can leverage the power of Intervoice voice solutions to measurably improve sales and customer retention, reduce costs, and introduce and support profitable new services. As this carrier discovered, the possibilities are virtually limitless. Some of the solutions they have implemented or are considering include:

- Customer Care Applications
- Enterprise Applications
- Applications for Increased ARPU

### **Customer Care Applications**

Improved customer satisfaction while driving calls out of the call center and into the speech enabled automated system are possible! Just look at some of the ways Intervoice can deliver increased savings and increased customer satisfaction by leveraging the power of the human voice:

*Call Steering.* Using the latest in “natural language” technology, callers can use normal, conversational language to navigate complex menus quickly and easily. This feature allows subscribers to access and send virtually any type of information, including checking or adding airtime minutes, account status, payments, change of address, and promotional messages while never once accessing a live agent. This saves the caller time, and the carrier up to millions of dollars per year!

*Prepaid.* Voice automation gives customers faster and simpler access to prepaid account and payment information, thus attracting new customers and stimulating usage. This keeps prepaid customers profitable, regardless of their usage. Yet another carrier, Rogers AT&T in Canada, saw call completion rates over 90% for a similar application!

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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](http://www.intervoice.com) for information.

