



The Auction Platform of 1-2-3.tv, the Home Shopping Channel

With over 700,000 registered users and sales of € 77 million in 2007, the auction channel has become a firm fixture on the home shopping market in Germany. It is based in Unterföhring near Munich and was launched in October 2004.

„eBay for TV“

Broadcasting early in the morning, late at night and 20 hours a day, 1-2-3.tv has thus been operating interactive teleshopping for over four years. Its customers take part in over 200 TV auctions per day where they themselves set the price for the products on offer. They can place their bid over the phone, by text message or through the Internet. The goods on offer include top-quality products and brand-name articles from the fields of lifestyle, electronics and household wares as well as fashion, jewelry and accessories.

This smart format – often referred to as „eBay for TV“ – was a hit from the start, a success that CreaLog, the Munich-based Voice Portal specialist, made a big contribution to. Indeed, CreaLog went on to pick up a prestigious Best of CeBIT Award in the speech processing category from TeleTalk magazine. This was a huge distinction for the TV auction platform as designed and installed by CreaLog for 1-2-3.tv. As the jury mentioned, such applications help „small to medium sized enterprises and large corporations to automate sections of their customer contact processes and so boost the all-round standard of their service.“



1-2-3tv

On satellite and cable

1-2-3.tv can be received throughout Germany on satellite and via digital and analog cable. In 2007, 1-2-3.tv and Premiere, the leading pay TV provider in Germany, signed an extensive partnership deal. Since then, the 1-2-3.tv schedules have gone out on all the Premiere bouquets via satellite and on Channel 130 in the cable network. In other words, over 3.5 million Premiere subscribers can also take part in the interactive TV auctions.



The price is yours

The concept specially developed for 1-2-3.tv as well as the mechanism for setting the price deserves the tag of „innovative“ if anything ever did. Each and every day, the channel offers its viewers a range of products in differing quantities. In clearly defined time slots, these are sold or auctioned in the form of one-euro or price-drop auction scenarios. Any viewer registered with 1-2-3.tv is free to decide which price he or she pays for a given product – this on the phone, by text message or on the Internet.

Not only that. If you log in to www.1-2-3.tv, you will find all the programs on live stream, which means that, if you're out on the road, you can place a bid from your laptop or notebook.

State-of-the-art voice portal and auction platform

„The CreaVoice-Portal is the hub of our phone interactivity. It communicates with the callers, the Call Center and the logistics company. Thanks to the highly committed and professional project management at CreaLog, all schedule agreements were adhered to. In other words, 1-2-3.tv went live on time and with great success,“ says Dr. Andreas Büchelhofer, CEO and the brains



behind 1-2-3.tv, describing CreaLog partner's role in the realization of this unusual broadcasting concept. In May 2008, Dr. Büchelhofer – who is in charge of production, marketing and communications – was

joined in the management of the teleshopping channel by international financial expert Thomas Forner as Director of Finance. 1-2-3.tv currently employs over 60 employees and 15 freelance presenters. This number of employees is due to grow to around 80 in the near future.

Platform development – new chances for bargain hunters

Prebid auction

Customers who see what they want to buy on the website (but who cannot take part in the actual TV auction) can use the new prebidding feature. On the website, the products in question have a „Bid Now!“ button next to them and the bargain hunters can get information about their bids and the progress of the auction per e-mail, if they wish. Similarly, for a small fee, the 1-2-3.tv Call Center will accept prebids over the phone.

The JaaHH! Shopping Portal

Thanks to the launch of JaaHH! as a live shopping portal, 1-2-3.tv has been able to expand its online activities. Every day, at about midnight, visitors to www.jaahh.de are presented with a new product at a fixed bargain price in limited quantity. Plus, a wide variety of brand-name accessories and sunglasses, luxury fragrances, household goods and attractive technical and multimedia products. Users who click on to the home page can tell at once what percentage of the Product of the Day quota is still available. Moreover, customers can leave their comments and evaluations of the various articles. An RSS feed keeps customers informed about upcoming actions and future products.

Only the best specialists

When the time came for 1-2-3.tv to choose its business partners, the management decided to look for specialists with the widest experience. And so, to ensure that their innovative home shopping TV concept got off to a flying start, the choice fell on: Syscoplan as the vendor of the Management Information System (MIS), on DHL, as the logistics partner, on Bavaria Film TV Studio for its production facilities; and on CreaLog, to supply the central voice portal and CRM solution platform.

Proof of identity by phone

Anyone who wants to make a bid on the „TV eBay“ must first register via the Internet. Or, in Germany, by calling up on **01805 001020 (14 cents/minute from a landline)**. New customers are given a PIN generated by the CreaLog Voice Portal which, combined with their date of birth, acts as their ID. Viewers who are already registered can place their bid directly over the Voice Portal, using the service-number **01377-170123 (1 Euro per call from a landline)**. Viewers in Austria can also place bids and make purchases. In addition, a fast line has been set up. This service allows the customers to assign their phone number to the Voice Portal menu, meaning that, at the next call, they can make a bid direct without having to enter their date of birth and their PIN number.

Automated planning, bidding and logistics system

The unique CreaLog planning tool organizes the bidding process with 1-2-3's Purchase Unit making sure that the products to be auctioned (and their descriptions) are itemized in the merchandise management system. Once a day, members of the planning team allocate the goods on offer to the individual sales actions. Whereupon the program directors then determine – this with the assistance of the CreaLog control application – an optimal sales action and the program script. After an auction has been brought to a close, the system transfers the order information to the MIS which, in turn, forwards the order processing data to DHL, the logistics partner.

One special feature here is the system flexibility. For example, during the auction planning stage – i.e. which products are to be sold in which quantities – the program directors can respond to special events as required. In that process, the system accesses the current warehouse stock and provides the graphics engine (that's the device responsible for displaying the info on the TV screen) with the latest info at the start of the auction. Thanks to this data exchange in real time, shopping with a choice of alternatives is possible! The customer can pick a specific size for a ring just obtained or specify by phone a certain color for the garment just bought. If the customers wish to send any goods back, they can phone in for a return voucher, which they then receive per e-mail or post.

A word about the technology

The CreaLog solution in place includes two Voice Portals with 2 x 360 lines hooked up to a redundantly configured web and application server. To show the bids being made on-screen, the TV company's graphics engine is controlled by the Voice Portal via an XML interface.

A view of the Control Room at 1-2-3.tv



Source: 1-2-3.tv



About CreaLog

A cutting-edge company with all the best references, CreaLog is the leading vendor of speech dialog systems across 20 countries in Europe. Fully web-administrative, the CreaLog Voice XML Platform is on stream with a total of 41,000 installed lines at more than 400 customers from over 30 branches of industry.

Voice portals from CreaLog ensure the highest standard of dialog quality on the basis of natural language speech recognition. Which means the portals are able to recognize and intelligently process a large number of words and whole sentences in more than 40 languages. What's more, CreaLog Portals support human-sounding text-to-speech systems from the world's leading providers. The Voice Portal, Unified Messaging, and CTI Solutions for corporate customers and telecoms won Best of CeBIT Awards in 2005, 2006 and 2008 for the products 'Interactive Voice Video Response' and 'VoiceBot', a natural-language information, FAQ and chat application.

Our clients include major corporations such as HypoVereinsbank, PAYBACK and the Sparda Banks, German interactive TV channels such as 1-2-3.tv and Premiere, and value-added service providers such as ARCOR and Telekom Austria TA AG.

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