



State-of-the-art telephone banking at the HypoVereinsbank

CreaLog and Siemens speech dialog system
boosts customer service.



No surprise to branch insiders

It's just what the HypoVereinsbank had ordered. A speech dialog system that would integrate perfectly into the bank's existing call center environment and support Voice XML in the process. And it is just what CreaVoice Banking can do!

Venture partners Siemens and CreaLog were able to deliver a solution that provided Germany's second-biggest credit bank with a powerful all-in telephone banking platform. Yet insiders were hardly surprised by the choice made. After all, five out of the eight large credit banks in Germany now use voice portals from CreaLog.

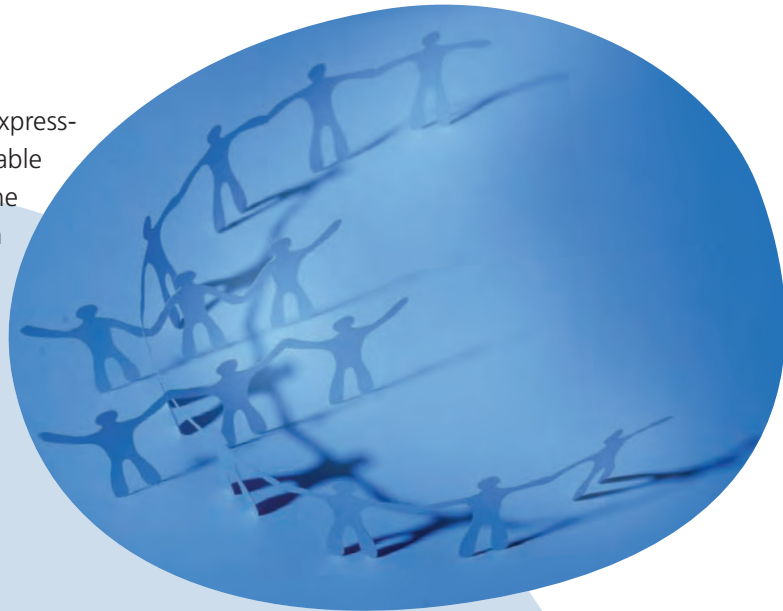
Extensive back-up

With its natural language dialog system, CreaVoice Banking supports the staff at HypoVereinsbank in all kinds of business transactions. Anyone who can identify themselves via account number, date of birth and PIN number can use phone banking to check their balance and cash movements, change their PIN or even organize a money transfer. Plus, the new Voice Portal has a very special service to offer: HypoVereinsbank customers can use the speech dialog system to check out the latest stock market prices – any time and (of course) any where.

HypoVereinsbank
UniCredit Group

Integration is what counts

But let's rewind to the start. Apart from expressing the wish to work with highly knowledgeable and experienced partners, the project team at the HypoVereinsbank was also looking for a system that would seamlessly interface with the existing call center. Moreover, they expected of the solution a super-efficient speech-recognition capability and perfect voice user interface-design. Following an extensive evaluation phase, the decision finally went the way of partners Siemens and CreaLog (who thus asserted themselves against a number of major international vendors).

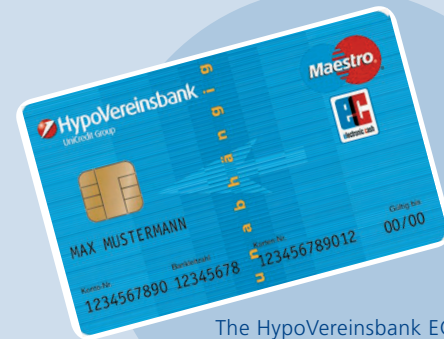


Commenting on the contract placed by HVB Direct – that's the company that oversees call center services on behalf of HypoVereinsbank – Hergen Bochmann, sales director at Siemens Enterprise Communications, said: „During every single stage of the job at hand, we got all conceivable support from CreaLog. Which meant that we could react flexibly and swiftly to any requirements made by HVB Direct. What really impressed the client was the possibility of creating new dialogs – both with the dialog generator CreaVoice Dialog Graphics and with VoiceXML. The Bank decided in no time at all to invest in the technologically leading VoiceXML Portal.“

● The result of longstanding collaboration

The HypoVereinsbank project is another good example of the Siemens and CreaLog more than 10 years partnership. Or, to put it in the words of CreaLog's Managing Director Michael Kloos: „Increasing cost pressures and offshore banking will in future lead to a greater use of automated phone banking and phone brokerage. The joint projects we have successfully completed over the past few years are proof that we are excellently poised for this new growth market.“

Head Office at Tucher Park in Munich



The HypoVereinsbank EC card

● Skills-based routing and CTI integration

The Voice Portal has other powerful functions in addition to the telephone banking features already described. Since the HypoVereinsbank customers on the phone are identified via speech recognition means, they can be connected at once with the „right“ staff member, depending on whether they wish to buy shares or travelers checks, for example. Similarly, CTI integration is an enormous help for the bank's staff. When they take a call from the speech dialog system, CTI enables them to see on screen the customer's authentication status and exactly what telephone banking transactions he or she has conducted in the past.



Telephone banking and dialog mangement

- authentication
- changing a PIN
- bank account information
- cash movements
- money orders
- savings account transfers
- changing accounts
- stocks and shares quotes



Bank Head Office at Arabella Park in Munich

● Munich, Hamburg and Schweinfurt

The speech dialog systems have been installed at three HBV Direct locations. Thanks to the full range of training programs provided, the HypoVereinsbank is in a position to implement its own Voice Portal applications.

Dialog development and usability tests proceed via the CreaVoice systems in place at the Munich and Hamburg locations. Schweinfurt takes care of the redundantly operating systems.

Source: HypoVereinsbank





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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