



## The Voice Portal behind the PAYBACK Customer Service

### High-tech telephony facilities

#### Points, prizes and other advantages

Currently the largest – and most successful – bonus points program in Germany is PAYBACK. A scheme whereby consumers, using just the one card, can collect points at approx. 30 retail companies and cash them in for money or prizes. Alternatively, they can donate their points to an ambitious UNICEF project or A Heart for Children, a German charity.

To ensure that the bonus points program stays a success in the future too, the Munich-based PAYBACK company has set itself the highest standards in terms of customer satisfaction. All the services run by PAYBACK are required to live up to these standards – including, of course, the CreaLog speech dialog system which acts as the backbone of the phone service in place for PAYBACK customers. The following report will show how this state-of-the-art Voice Portal solution works and what benefits it has in store for PAYBACK users.

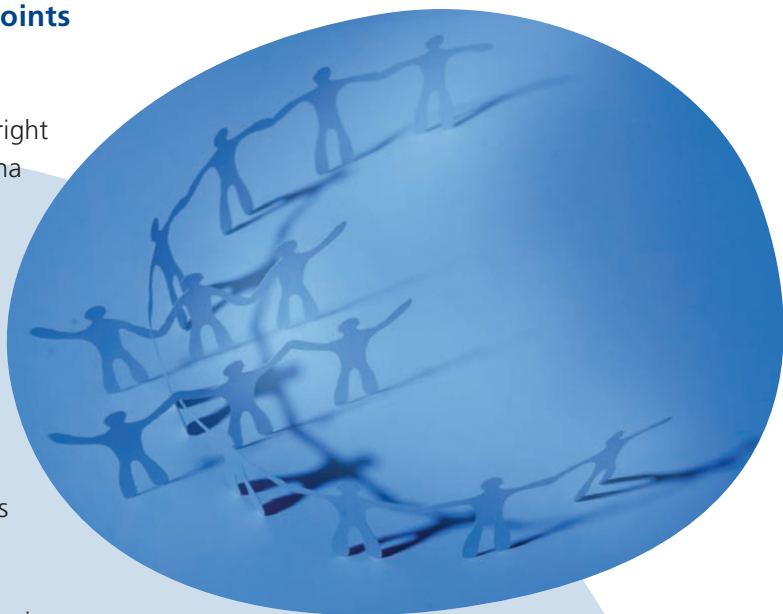


**Faster self service on the phone – points info and more**

“Look, Thorsten, that’d be just the right present for your parents,” says Christina Busch, pointing at the Cordless Philips Phone & Answering Machine illustrated in the latest PAYBACK prize catalog. “Yes, looks really good, has been given a good rating and it comes with a second handset,” her husband agrees. “But have we got enough points?” Christina pauses. “Hmm, I’m not sure. Why not give them a call and check? The service number is on the back of the PAYBACK card.”

“And what can I do for you?” the friendly voice says, after greeting Thorsten and asking for his PAYBACK customer number. Totally surprised – he had been expecting to tap in digit after digit – Thorsten is lost for words. And all he had needed to do was answer the prompt with a key phrase such as “Bonus Points” or “I’d like to know how many points I have.”

The PAYBACK service quickly helps him out of his dilemma and suggests a number of different topics. Thorsten interrupts the announcement to choose “Points Info”. Without hesitation, the Voice Portal asks him to identify himself and then gives the required points update. “We’ve already got 8,150,” says Thorsten, delighted. “Now we only need to collect a couple more and then we can order that cordless phone!”



collect PAYBACK points?” or “How can I donate my points?”, then the intelligent user application will analyze the caller’s query and present the appropriate answer. To respond to questions that are perhaps slightly unclear, the Voice Portal uses the same answer database used by the website or the FAQ information system at the call center.

**Changing personal details via voice recognition – no sooner said than done.**

Should the Busch family want to move house, they will need to update their personal data at PAYBACK and ensure, for example, that there is no delivery address mix-up. This can now be taken care of quickly, conveniently and automatically via the speech dialog system. After the customer has been identified, the Voice Portal will first ask for the post-code and then the road and the house number. Just to be on the safe side, the details are repeated and the caller can confirm with a simple “yes” or “right” or “OK” ... and the address is changed. But that’s not all. At the end of the natural language dialog, customers can input their new phone numbers and their email addresses too.

**No rigid menu structure – intelligent FAQ module has the answers**

As the example shows, CreaLog’s state-of-the-art speech recognition system, i.e. the Voice Portal, makes sure that the customers receive the information they are looking for via input of keywords or even whole sentences. All the relevant topics can be accessed from the main menu, and callers can also ask about the PAYBACK charity actions or the latest top offers.

Which is the reason why PAYBACK now uses the CreaLog FAQ Module in its customer phone service. This speech dialog innovation enables the use of natural language information and FAQ systems on the phone. If, for instance, the customers ask open-ended questions such as “How do you actually

**High-tech speech dialog solution meets the highest requirements**

Thanks to CreaLog’s state-of-the-art speech voice recognition technology, callers will find the dialog menu easy to use. What is more, the Voice Portal offers one essential customer-friendly advantage: the PAYBACK service is always accessible without any queuing or annoying BUSY tones. “And that was basically our main aim when opting for the Voice Portal from CreaLog,” says Martin Streinz, “to make available to the PAYBACK customers a fast and convenient telephone answering service – 24/7 and 365 days a year”



Martin Streinz  
Head of Customer Service PAYBACK GmbH

The PAYBACK management have other further demands on the Voice Portal solution, one of which was “tangible cost reductions.” But how does that go together with commitments such as “customer satisfaction” and “round-the-clock availability”? Martin Streinz has a compelling argument. “It’s at call center level that you can reduce overheads. In the past, the advisors at the PAYBACK Call Center have had to give the points info themselves over the phone and it’s precisely that kind of service that is easy to automate – simple procedures that the Voice Portal can take over. Then, when it comes to more complicated things such as complaints or detailed queries about ordering prizes, advisors are on hand to deal with the matter personally.

**Higher quality through analysis**

Question: So how is it possible to continue improving such a versatile and customer-friendly solution and the services it involves? Answer: CreaLog offers clients like PAYBACK a very special service. By analyzing customer call recordings and statistics on a regular and systematic basis, CreaLog and PAYBACK are able to gain important new insights which the Munich-based speech dialog specialist can then use to develop ongoing measures for improving the Voice Portal system all round.

**„We are really impressed with CreaLog“**

Just how easily the callers can handle “their” speech dialog system can be derived from the results of follow-up surveys or polls by market research groups. The acceptance values for PAYBACK are significantly higher than for comparable applications – as measured by the strict criteria applied in a recent study carried out by the Fraunhofer Institute. Martin Streinz explains the successes achieved with the Voice Portal as follows: “Our experiences with CreaLog over the last eight years has been excellent. The collaboration has been remarkable for a true spirit of partnership and a high degree of flexibility. Innovative approaches and fast turnarounds exactly meet the demands that a market leader such as PAYBACK faces.”

**About PAYBACK**

PAYBACK GmbH, with head office in Munich, runs the most popular bonus points program in Germany and achieves the greatest customer satisfaction, according to a study published by Emnid. Also, according to GFK, another large market research company, around 60% of all German households have a PAYBACK card which they use to save up to € 180 a year. Consumers can use the card when shopping at big-name retailers to collect and accumulate points for cashing in or gaining prizes. Participating companies include Aral, Galeria Kaufhof, real-supermarkets and WMF Tableware. To date, PAYBACK scheme members have donated a total of € 3 million to UNICEF.



Source: www.Payback.net





## About CreaLog

A cutting-edge company with all the best references across 26 countries, CreaLog is the leading vendor of speech dialog solutions in Europe. The fully web-administrable CreaLog VoiceXML Platform operates with more than 41,000 installed lines at 400 clients in over 30 branches of industry. Key industries are finance, utilities, trade, service, telecommunications and media.

Voice Portals from CreaLog ensure the highest standard of dialog quality on the basis of natural language speech recognition. The portals are able to recognize and intelligently process a large number of words and whole sentences in 44 languages. CreaLog Portals also support human-sounding speech synthesis systems from the world's leading suppliers. The Voice Portal, Unified Messaging and CTI Solutions for corporate customers and telcos won Best of CeBIT Awards in 2005, 2006 and 2008 for the products 'Interactive Voice Video Response' and 'CreaVoice FAQ', a natural-language information and FAQ application.

Our clients include major corporations such as HypoVereinsbank, PAYBACK and the Sparda Banks, interactive TV channels in Germany such as 1-2-3.tv and Sky, and telcos and value-added service providers such as Vodafone and Telekom Austria TA AG.

For more information, please visit:  
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