



## Sky TV's Customer Voice Portal

**Order your ideal program by phone – it's simple and there's no queuing**

### Digital freedom via customer service

"Welcome to Sky ..." is the greeting now familiar to pay TV customers when they call the hotline number to order the programs they want to watch on a pay-per-view basis. However, it's not call center staff the callers are talking to, but a state-of-the-art voice dialog system from CreaLog.

More than 60,000 calls per hour can be processed by the voice portal as Sky subscribers order a special sports event, concert or movie – for transmission to their Sky digital receiver. The system works around the clock on weekdays and at weekends.

It was back in 1997 that Sky predecessor Premiere began to use the CreaLog solution to process the bulk of its inbound call volume. Which today means millions of calls a year.

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## Requirements at a glance

When the Sky Voice Portal came to be planned, the following features were factored in.

- > The use of the voice dialog system would have to relieve the call center staff of routine tasks and procedures
- > The automation process should reduce call center costs.
- > Thirdly, the callers would have to be "prequalified" – that is, the voice portal would have to intelligently facilitate the routing of incoming calls to the right service expert and be able to process high call volumes efficiently, this applying in particular to the extreme peaks in call volume that occur before the start of popular programs or sports events.



Well, to cut a long story short, the CreaLog solution was able to fulfill all these requirements from the very start: the broadcaster's hotline is available continuously and can always be reached. Not only that. The target-oriented voice portal meets the wishes of Sky subscribers in that calling times are brief and to the point. Ordering a movie or a topical (sports) program by phone takes hardly any time at all, thanks to the voice dialog system!

### ● Sky services – enabled by CreaLog technology

At Sky, a special expert team responsible for the voice dialog system is integrated into the company's service management division as an in-house agency. The team members handle consulting, project management and coordination with other internal departments. They take care of dialog design and audio production. And they ensure that operations are uninterrupted.

The outcome is a high degree of flexibility. Plus, the in-company technical expertise and experience can be pooled for the best results – which, in turn, lead to additional cost savings for other agencies and speakers.

#### Voice portal applications

##### > Product ordering process

- Pay-per-view and pay-per-channel orders
- Forwarding the orders to the activation system
- Confirmation of activation in voice dialog
- Add-on ordering
- Activation of adult content
- PIN code change

#### Optional services

##### > Prize competitions

- Prize competitions and special offers
- Auction
- Best player voting

##### > Call filter

- Ticket service

##### > Announcement and info services

- Program hotline
- Sports hotline

## ● A glimpse for the future

Thanks to its new service portal, Sky can now implement a more extensive and intelligent customer management system. Based on phone number and customer ID, each caller is verified and routed automatically. Depending on their immediate concerns or particular wishes, the callers are put through direct to the right service expert.

Included are personalized offers for viewers whose range of interests are already known. What's more, the voice portal will "talk to" customers from specific area codes about targeted promotions such as offers based on regional TV adverts.

#### Sky's specifications for the voice dialog system

- > Unified natural dialog control
- > Intuitive usability for the callers
- > Fast, reliable user interface via the speech menu
- > Consistently high audio quality for voice dialogs



„Premiere – the German Pay TV broadcaster – has been reborn as Sky Deutschland.“

But it's not just the name that has altered. Essential changes have also been made to the programming, the schedules and the channel slots. In fact, Sky Germany has started up with a choice of 14 new channels. Needless to say, this restructuring led to a substantial increase in the number of inbound calls from customers, especially in the days after the changeover. However, the broadcasting company was well prepared. Long before the

Source: Sky

actual changeover, CreaLog was commissioned to install the link to the new Siebel backend system. In addition, system capacity for the voice portals was boosted by 25% and switched to the latest speech recognition technology: Nuance Recognizer V9. With impressive results – the link to the backend system functioned right away. Thanks to the increase in voice portal capacity, all incoming calls were handled with ease.



“For more than ten years now, the CreaLog Voice Portal has been a superb complement to our Sky Call Center. We use it for customer identification, pay-per-view orders and prize competitions. We activate the shows and movies that millions of customers a year specify without any waiting time, sometimes only seconds before the program starts.”

Frank Reimesch, Head of CRM Technology at Sky.

## ● Technology in action

The Sky system runs at two locations on a total of 840 VoIP and 1200 ISDN lines. Speech recognition is deployed across 240 channels. Two CreaVoice log servers are used for consolidated statistics and live monitoring. And two further CreaVoice Distribution Manager modules deliver the dialogs and recorded messages to the individual locations.





## 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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