



CreaLog installs Biggest Voice Recognition Platform in Switzerland for Multi Channel Televoting

A boost in viewing figures is the undeniable proof. An ever-growing number of TV viewers and radio listeners like to actively participate in the program of their choice. Whether by phoning or by texting, they vote for their personal favorite or select the "Single of the Day". And in Switzerland it is TeleVote 2.0 that registers and counts all the inbound calls and texts. To put it a bit more technically: TeleVote 2.0 is the new call termination platform in place at Swisscom and it was set up and installed by CreaLog, the Voice Portal specialists based in Munich.

Swisscom makes interactive program formats even more attractive

In Germany, the search for the next Pop Idol is hugely popular as is Switzerland's Got Talent in the neighboring country. Indeed, the recent final of SGT notched up 1.2 million live viewers, while several hundred thousand of them voted via phone and text for their favorite act. Swisscom's TeleVote 2.0 – which, with its state-of-the-art technology and 10,000 lines, is the largest voice recognition platform in Switzerland – easily handled the job of processing all these votes. In that process, the interactive formats help increase the attractiveness of radio and TV programs all round and the unique CreaLog solution ensures that each and every call made in the course of an interactive program really does count.



swisscom



SWISSCOM

Exceptionally high demands made on new platform

The specifications laid down by Swisscom were loud and clear – come up with a voice recognition platform for the phone-in and televote formats that will (a) operate in a fail-safe real-time environment and (b) receive and process all the voice, text and website responses of the viewers and listeners as reliably as possible. Not only that: another specification involved the replacement of existing announcement and information applications – wake-up calls, floral tributes, stock exchange prices, horoscope details and traffic news etc – and the upgrading of the current internet infrastructure.



Competent teamwork the way to success

Following the invitation to tender and a rigorous selection process, Swisscom decided in the summer of 2010 to commission CreaLog, the voice portal specialists based in Munich, with the implementation of this end-to-end hi-tech call management solution. Daniel Isenschmid and Simon Marville, the managers of the 70-strong Swisscom project team, said how agreeable and cooperative the work with CreaLog had been, pointing out that “in just seven months, the CreaLog team succeeded in doing everything required to ensure that votes could be cast and processed on the new platform without a hitch”.

Simon Marville went on to describe the now leading voice recognition platform in Switzerland as follows: *“What’s new is the convergence factor enabling the TV viewers to interact on a parallel and simultaneously basis using standard communication channels such as the telephone, SMS & MMS and the internet. We also reduced the technological complexity of the way this solution operates – we can even blend in the various individual statements that the candidates deliver to their fans.”*



Simon Marville, project manager at Swisscom

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All calls in overview – and in real time too!

The VoiceXML platform has other advantages. When the broadcaster is transmitting a prize competition, for example, its staff can use the web browser to monitor the calling patterns in real time and respond to the audience at any point. The winners and/or phone callers can be put through to the presenter at the mere click of a mouse. Plus which, during actual transmission, the staff can use the web interface as developed by CreaLog to streamline the voting processes.

Technology networked nationwide

The specialists from Swisscom and CreaLog, working closely together, set up and integrated a total of 40 server systems in a fixed and wireless network with 10,000 lines and also installed 20 application servers at the data centers operated by Swisscom. Advanced Sonata IP networks link the 12 separate locations in Switzerland and thus facilitate nationwide televoting for the hundreds of thousands of phone calls and texts that come in during the short time windows inherent to the program format. The next step will see the platform expand to take in announcement and acoustic functions across the entire Swisscom network.

Convergent Televoting for Swisscom.
Enabling to interact by voice, SMS and Web.



A look into the near future

With the assistance of CreaLog’s CDG application generator, Swisscom is now planning to develop dialogs and applications independently. This will apply to televoting solutions as well to the more traditional Voice Portal applications using speech recognition. In this way, Swisscom will be well poised to offer private and corporate customers a broad spectrum of highly efficient futureproof services on a single platform.

The VoiceXML platform at Swisscom: Performance data at a glance

- > Live televoting with 10,000 lines, set-up within 7 months
- > Approved for 1,400 CAPS (calls attempts per second)
- > Approved for 800 text messages (SMS) per second
- > Speech recognition and text-to-speech on all lines in 3 languages (german, french, italian)
- > Platform for SS7, SMS and Web-Interaction
- > Migration path to VoIP
- > Complete integration into the Swisscom operating and monitoring systems
- > Multi-tenancy web administration
- > Multi-level security concept
- > Provision of simple and complex services via Swisscom
- > Integration into the Swisscom billing architecture

Source: Swisscom

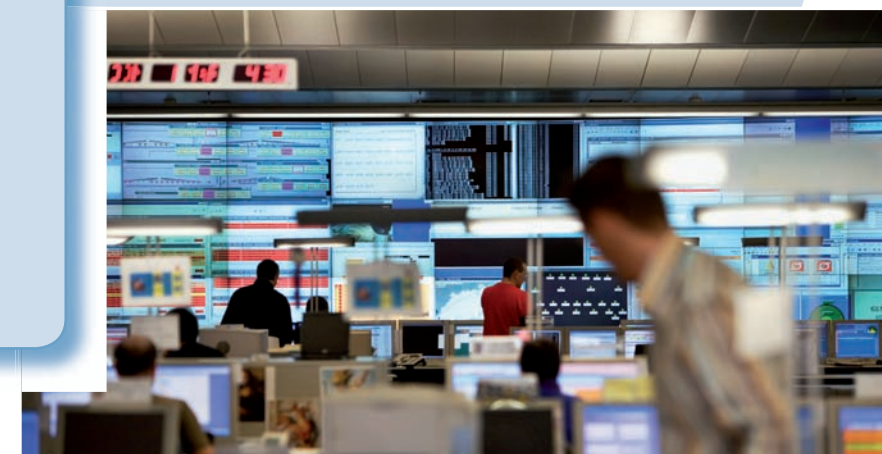
About Swisscom:

Swisscom is Switzerland’s leading telecoms provider, with 5.9 million mobile customers and around 1.6 million broadband connections. In the first quarter of 2011, the company’s 19,664 employees (full time equivalents) generated revenues of CHF 2.86 billion. 837 young people complete an apprenticeship at Swisscom in the fields of IT, telematics, mediamatics, retailing and commerce.

Swisscom has a presence throughout Switzerland and offers a full range of products and services for mobile, landline and IP-based voice and data communication. Massive investments in network infrastructure ensure that this will remain the case in the future. With Swisscom TV, customers too have become increasingly aware of the trend towards multimedia. Swisscom is active in one of the most attractive broadband markets in Europe via the Italian provider Fastweb. Swisscom also offers services for IT infrastructure outsourcing as well as the management of communications infrastructures.



Network management center in the Swisscom Telecommunications Center in Binz, Zurich





About CreaLog

A cutting-edge company with all the best references, CreaLog is the leading vendor for interactive multimedia solutions and speech dialog systems across 30 countries in Europe, Africa and Asia. CreaLog offers a fully web-administrable CreaLog Voice XML media server as the next-generation platform for voice and video applications, as well as the CreaLog application server framework.

CreaLog solutions operate with a total of approx. 60,000 installed lines at more than 400 clients in over 30 branches of industry. The product portfolio for telcos and value-added service providers includes multimedia solutions for customer care (IVR & contact center and voice self services), business services (mass calling for TV/radio, hosted IVR & contact center and conferencing) and telco consumer services (Voice2Text, ringback tone, mobile payments and assisting IP). 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 synthetic-speech systems from the world's leading providers.

In 2005 and 2006, CreaLog Voice Portals for voice self services, contact centers, unified communications and CTI solutions for telcos and corporate customers won Best of CeBIT Awards for the Interactive Voice Video Response and CreaVoice FAQs. In 2009, CreaLog also won the Voice Contest Silver Award for ELVIS, the voice-controlled internet radio for mobile devices. Telco references include Vodafone, Telekom Austria TA AG and Unitel/Angola as well as Swisscom and Sunrise in Switzerland.

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