



The customer hotlines at Telekom Austria TA AG – innovative navigatability using speech recognition

Proven in practical testing

CreaLog was awarded the contract to design a state-of-the-art voice portal for the customer hotlines at Telekom Austria TA AG – after a wide-ranging practical test comparison with other providers. The project involved setting up three locations with redundantly configured portals navigatable by the caller's natural speech. All systems are equipped with the internationally proven speech recognition and synthesis software developed by the CreaLog partner Nuance.



All requirements met!

To win the new contract, CreaLog first had to fulfill the following criteria in the face of particularly tough competition ...

- > The new voice portal would have to provide Telekom Austria TA AG with flexible options for implementing changes simply and conveniently in the system configuration and the dialog flow.
- > Trouble-free CTI integration into the existing networked Aspect ACD solutions was imperative.
- > The performance of the speech recognition with a specified test dialog would have to meet the highest demands, and the speech synthesis (text-to-speech) would have to be similar to natural language.



Highest points score

CreaLog's tried-and-tested solution approaches and applications quickly won over those responsible for the project – mainly because the voice portal from the Munich specialists proved very stable compared to the rival systems being trialed. During these extensive practical tests, in which the clients were given a full inside view of the technology used, CreaLog achieved the highest score in the evaluation scheme used by Telekom Austria TA AG. Other decisive arguments for CreaLog were the integrated system already successfully implemented with Aspect Call Center solutions and glowing references from a number of sectors.

Today, thanks to the simple, transparent design of the voice portal, Telekom Austria TA AG can integrate its own voice dialogs quickly and easily. Experienced linguists from CreaLog are also available if required. The redundantly configured voice dialog systems in Vienna, Linz and Graz went live in 2005 with 180 channels. Due to the high volume of calls, the locations in Linz and Graz have already been expanded by 60 channels each. Support for the voice portals is handled by the technical support team in Linz. After revision and streamlining of the menus in May 2006, customer acceptance rose considerably.

With revenues of € 4.8 billion and more than 15,000 employees (2006), the Telekom Austria Group is one of the leading telecommunications companies between Lake Constance and the Black Sea.



Innovative technology for customer service

The new voice portal ensures that about 30,000 callers per day can either get the information needed directly on a self-service basis or be connected to the right department straight off. This way, customers receive the right answers to their questions quickly and with no fuss. Voice portal processing times at Telekom Austria average between 40 and 60 seconds, with 75 percent of the callers using the speech recognition feature. Ongoing quality assurance measures (such as „mystery calls“ and various staff development programs) ensure the highest standards of customer service. Thus, over the past year, ratings from the regular customer satisfaction surveys have improved even further – putting Telekom Austria TA AG at the top of its class in international sector comparisons.

Just give us a call

“The new speech recognition system on our hot-lines means that about 30,000 customers a day are now getting the right information faster and easier than ever before,” says Alois Miedl, Head of Customer Service Telekom Austria TA AG. “With this innovative technology, we can continue to improve our customer service.”



Source: Telekom Austria TA AG

Automated transactions

- > ADSL availability
- > data transfer
- > subsidized rates
- > direct debit authorization
- > itemized charge list
- > bill queries



The corporate headquarters of the Telekom Austria TA AG Group at Lassallestrasse 9 in Vienna, Austria

The CreaLog Voice Portal takes care of routine tasks for the customer service agents working at Telekom Austria's call center.





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.

For more information, please visit:
www.crealog.com

Munich

Frankfurter Ring 211
80807 Munich
Germany

Phone: +49 (0) 89 / 324 656-0
Fax: +49 (0) 89 / 324 656-99

Frankfurt

Letzter Hasenpfad 64
60598 Frankfurt / Main
Germany

Phone: +49 (0) 69 / 900 288-0
Fax: +49 (0) 69 / 900 288-29

Vienna

Simmeringer Hauptstrasse 24
1110 Vienna
Austria

Phone: +43 (0) 1 / 740 40-640
Fax: +43 (0) 1 / 740 40-649

