



## Mass Calling and Business Applications on 15,000 channels

**Vodafone offers private and business customers a range of powerful services on a single platform. This leads to excellent capacity utilization 24/7 as well as highly cost-efficient operations.**

### Telephone voting: every vote counts

The TV talent show is drawing to a close with the climax still to come. Yes, it's time for the viewers to vote for their favorite contestant. Steffi Franke picks up her phone, dials the telephone voting number blended in on the screen, and is happy to hear the speech dialog system: „Thank you for calling. Your vote has been counted!“ Then, after a few nailbiting minutes, a fanfare strikes up and the winner is announced. Thinks Steffi: „What a good evening: my favorite won!“

### Flexible telephone conferences and more

It's the following morning at the Metrix Trading Company and a combined web/telephone conference is about to start. Steffi Franke also takes a seat at the „virtual table“ for the interactive meeting that her company has organized via the Vodafone Conference Service. Which runs on exactly the same technology that she used the previous evening to phone into the TV show and vote so easily.

On the basis of this high-performance platform, Vodafone offers its customers an array of attractive services including a unified messaging system that is multi-tenant-capable. This can be used at radio and TV stations to store voice messages and caller address data. In other words, during a live quiz show or prize game, the solutions and the data messages left on the voice mail system can be browsed at the call center via web front end, so that ultimately the winners can be picked out and informed in writing.



## TÜV seal of quality for top performance

The TÜV, a leading product and services certification body in Germany, recently confirmed that the Vodafone voice portal platform has a top load-bearing capacity. The certificate states: „Proof was rendered – tested under steady load conditions – that the mass calling platform is able to process 1,680 phone calls a second at an average call duration of three seconds, this across Germany and without loss of quality.“



### Monitoring in real time – under peak load too

1,680 phone calls a second! This means the Vodafone platform can handle an amazing 100,000 calls a minute without hassle and that, in turn, means that any call made to a radio or TV station – either to vote or take part in a prize contest – really does count. The VoiceXML-capable solution has further benefits too. If, say, the broadcaster is running a prize question game, the staff can use the web browser to observe phone-call behavior in real time and respond to the public as required. Winners and callers can be selected by a mere click of the mouse and put through to the presenter in the studio or called back later. Also, using a web user interface specially developed by CreaLog, the studio staff can adapt the telecaster text and the menu items while the program is on air.

### Business applications with speech recognition: ProMarkt Branch Finder and billiger.de Price Wizard

Further evidence of the CreaLog voice portal platform's huge range of economic and high-tech features is supplied by its business application hosting. ProMarkt, for example, an electrical equipment chain store, uses Vodafone for its telephone „branch finder“. All you have to do, if you're looking for a ProMarkt store in the vicinity, is call up and name the postcode. With hardly any delay, the speech dialog system will give you the address of the nearest branch – plus the opening times as well, if you wish. The last step in the dialog, which callers can easily navigate using their voice, is the query: „Would you like to be connected to the branch?“

With the billiger.de-Preis-Genie, an intelligent web-based service for bargain hunters, the CreaLog speech dialog system guides the caller through the telephone dialog. Thanks to this voice-controlled price information facility, the billiger.de shopping portal is an excellent example of how internet services also can be provided over the phone. The principle couldn't be more simple. To find out the best price on any product takes only one call. Just name the manufacturer and the desired product, and the dialog system will browse the internet for the most favorable price. If the Prize Wizard comes up with a hit, it reads out the price and the manufacturer details to the caller. He or she can then have the information sent back by text message, be connected with the trader or ask for a new search to be launched.

### VoiceXML platform at a glance

#### Performance data

- > TÜV certification for 1,680 CAPS (new calls per second)
- > Inbound services with caller identification for all callers
- > Outbound campaigns with tens of millions of phone numbers
- > Speech recognition and Text-to-speech on all lines
- > Speech services with database access and CTI integration
- > Platform for ISDN, VoIP, SS7, 3G Video

#### Operation

- > Full integration into the Vodafone operation and monitoring systems
- > Multi-tenant-capable web administration
- > Multi-level security concept
- > Provisioning of simple and complex services
- > Integration into the Vodafone billing architecture

### Walter Vorderhuber, product development manager for voice-activated value-added services at Vodafone:



„Right from the start, the high performance and flexibility of the CreaLog platform impressed us highly, as did the possibilities of administration and reporting in real time. The platform's natural-language speech recognition and speech synthesis features are crucial when it comes to effective CRM solutions and value-added services.“

### Telephone conferencing enhanced by web functionalities

An increasing number of customers are now making use of a free web presentation solution to add visual elements to their Vodafone-based telephone conferences. The service is instantly obtainable: you don't need any extra software; you don't have to register; and you don't have to book in advance. All you have to do is fill out the invitation form on the Vodafone homepage ([www.arcor.de/telefonkonferenz](http://www.arcor.de/telefonkonferenz)) and hit the send button. The system then informs all the invitees per e-mail or text message, notifying them of the conference date, the log-in call number and a six-figure PIN. Let the conference begin!

### Multi-tenant-capable web front end offers all kinds of options

The VoiceXML platform powered by CreaLog and in place at Vodafone is remarkable for other outstanding features. First and foremost, a front end which enables intelligent customer and user creation and administration. Every Vodafone customer can use their individual identity (known in the trade as a „branded look“) to manage their own phone numbers and draw on specific services and resources. The sidebar on this page gives an overview of these versatile front end functions.

### Impressive front end versatility

#### Basic functions

- > Upload and download of services, announcements and files
- > Retrieval of voice messages, reports, call detail records and system statistics
- > Control via customizable hot buttons and configuration settings
- > Real-time graphics of counters and votes
- > Administration of black lists and white lists
- > Alternative access via XML requests integrated into client/user administration

#### Services provided

- > Direct provisioning of simple services via web front end
- > Announcements, skills-based routing (touch tone dialing or speech recognition)
- > Routing on basis of source call number, date / time or percentage
- > Recording of voice mail, monitoring via web front end or e-mail forwarding
- > Call distribution with waiting fields, junk call protection (static and dynamic)
- > Voting



Networkmanagement Center at Vodafone





## 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 telecoms 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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