

CASE STUDY



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 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 Premier began to use the CreaLog solution to process the bulk of its inbound call volume. Which today means millions of calls a year.

REQUIREMENTS AT A GLANCE

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

- The use of the voice portal 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 "pre-qualified" – 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 portal

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 external agencies and speakers.

*Frank Reimesch,
Head of CRM Technology at Sky.*

"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."

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 route 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.

,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 actual changeover, CreaLog was commissioned to install the link to the new Siebel back end 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 back end system functioned right away. Thanks to the increase in voice portal capacity, all incoming calls were handled with ease.

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 CreaLog log servers are used for consolidated statistics and live monitoring. And two further CreaLog Distribution Manager modules deliver the dialogs and recorded messages to the individual locations.

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 and special offers**
 - Prize competitions
 - Auction
 - Best player voting
- **Call Filter**
 - Ticket Service
- **Announcement and info services**
 - Program hotline
 - Sports hotline

Sky's specifications for the voice portal

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



Focus ons Sports

ABOUT CREALOG

A cutting-edge company with all the best references, CreaLog is a leading vendor of Voice Portal solutions across 30 countries in Europe. Fully web-administrative, the CreaLog Platform is on stream with a total of 60,000 installed lines at more than 400 customers from over 30 industries.

Our clients include major corporations such as PAYBACK, UniCredit and Savings Banks, interactive TV channels like 1-2-3.tv and Sky, as well as value added service providers and Telcos like Vodafone, A1 Telekom Austria and Swisscom.

More information at: www.crealog.com



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