



CASE STUDY

SWISSCOM TELEVOTE

CreaLog installs Biggest Speech 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.

"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."



WERNER DREIER
HEAD OF
VALUE ADDED SERVICES

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.

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 Werner Dreier, the managers of the 70-strong Swisscom project team, pointed out how agreeable and cooperative the work with CreaLog had been.

Werner Dreier 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."

ALL CALLS IN OVERVIEW — AND IN REAL TIME TOO!

The Voice XML 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 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.

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 future proof services on a single platform.

THE VOICE XML PLATFORM AT SWISSCOM: PERFORMANCE DATA AT A GLANCE

- Live televoting with 10,000 lines, set-up within 7 months
- Approved for 1,400 CAPS
- Approved for 800 text messages per second
- Speech recognition and text-to-speech on all lines in 3 languages (german, french, italian)
- Platform for SS7, SMS and Web-Interaction
- Migrated in 2018 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 with Swisscom billing architecture

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 multi-media. 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.

ABOUT CREALOG

CreaLog is a leading vendor of service delivery platform solutions for telecommunications providers. This includes concepts for value-added services (voice, text messaging and USSD, e.g. televoting), IN platforms (number translation, service migration, IM-SSF broker), as well as cloud contact center/IVR and professional services. CreaLog proudly points to references in thirty countries in Europe, Africa and Asia, involving more than 400 customers and 60,000 installed lines.

Our multiple prize winning solutions include installations at Telcos such as Deutsche Telekom, Vodafone, A1 Telekom Austria, POST Telecom Luxembourg and Swisscom as well as clients like Sky TV and 1-2-3.tv (home-shopping TV).

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



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