



CreaLog Voice-2-Text

Convert voice messages to text and e-mail

In a meeting, at the movies, having dinner... sometimes it's just not convenient to listen to your voicemail. Now, Voice-2-Text lets your customers read their messages any time instead of calling voicemail.
The Voice-2-Text Service converts any voice messages left for a customer into text messages that are delivered by SMS or e-mail.

Recipients can then quickly call back or send a text, depending on their needs and situation. The additional text notification adds value and convenience for callers compared with conventional voicemail. Once it's activated, your customers will never want to be without this service again!

SOLUTION	APPLICATION	BENEFITS
<ul style="list-style-type: none">• Converting regular speech to text	<ul style="list-style-type: none">• Voicemail-2-Text• Call completion: Personalized text message when unavailable	<ul style="list-style-type: none">• Increased revenue: more callbacks and text messaging• Increased customer satisfaction• Marketable as a premium service

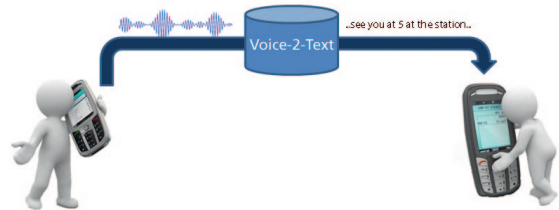
ADVANTAGES

- Universal: Voice-2-Text works with all phones.
- Discreet: No call necessary to receive messages.
- Fast: Scanning a text is faster than listening to a message.
- No writing down: Callback numbers don't have to be written down – they're right there in the text, so the user can call or text right back.
- Convenient: Once activated, Voice-2-Text works on all incoming voicemail
- Flexible: If message tone is important, the recipient can also call in and listen to messages as usual.

VOICE-2-TEXT

Call completion is a key objective for network operators. With increased callback rates, you also boost your revenue, since unsuccessful calls (busy, no answer, phone off) are converted into callbacks or SMS replies.

Until now, customers have received only a brief SMS notification of new voice messages. What's more, many messages are never retrieved, so the recipient doesn't call back. For cellular service providers, this represents huge unexploited potential. Converting voice messages to text solves this problem.



VOICEMAIL-2-TEXT

Retrieving your voice messages is inconvenient, time-consuming, and sometimes – in a meeting or at the movies – downright impossible. Voicemail-2-Text converts voice messages to text and sends them to the recipient by SMS or e-mail. Recipients can now decide, without having to call voicemail, whether they want to call right back or reply by text message.

Voicemail-2-Text increases acceptance of conventional voicemail and generates a high callback rate. Two variants of the Voicemail-2-Text Service are offered:

With the standard service, the conversion to text is fully automated. Long messages are shortened or summarized. The transcription is of high quality but may contain minor errors.

With the premium service, the converted voice messages undergo additional human checking and correction (where necessary) at our contact center, which ensures the transcription is of the highest quality. The messages are delivered by SMS or e-mail.

VOICE-2-SMS

If the person they are calling is not reachable, callers are asked to leave a short voice message. The recording of this message is automatically converted into a text and delivered to the recipient by SMS along with the callback number. The recipient now knows why people are calling and is motivated to call or text them back.

THE CREALOG MEDIA SERVER IN THE CARRIER NETWORK

- Integrates the service into telephony, operations, and reporting
- Receives calls to be converted
- Automatically transcribes voice messages
- Prepares (summarizes/shortens) voice recognition output for sending by SMS or e-mail
- Forwards premium messages to contact center for quality control

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