Speech Agents Increase Telco Operational Productivity by over 50 Percent

- *Telcos reap multiple benefits of employing speech recognition agents*

Press Release for Immediate Release

Abu Dhabi, United Arab Emirates – Emerging Technologies, a leading provider and developer of speech enabled solutions, today announces reported productivity benefits delivered by 'Speech Agents' interface powered by their proprietary human-like speech interface Simply Speak!™.

As they participate in MECOM 2010 for the third consecutive year, CEO Sassine Mazraani explains "With Speech Agents the possibilities are endless. Telcos can now increase their productivity and responsiveness by more than 50% while reducing their operating costs by over 30%, resulting in better profit margins, and differentiating themselves over the competition".

He further clarifies "Imagine having as many multilingual agents with working knowledge of over 25 languages, receiving and dialling out calls continuously 24 hours a day without the need for breaks or any ongoing monthly expenses like salaries or seats. Impossible! ... Not anymore."

Mazraani continues "We are often approached by Telcos and contact centers who seek to automate their customer call handling process in order to handle a larger volume of calls while maintaining a human-like customer call experience."

He continues explaining that in Telco environments with mission critical services speech recognition technology offers an unparalleled solution. The first immediate impact realised is over 25% increase in automation, lower queue times as the Speech Agents handle all incoming calls simultaneously in the most natural way the callers would expect.

Secondly, Telcos witness increased customer satisfaction and dramatic reduction in calls duration by simply speaking! " The accuracy and flexibility of speech recognition technology allows you to simply call your bank, food chain or an Airport enquiry and a Speech Agent answers you by *How may I help you today?* Or *Are you inquiring about Arrivals or Departures?* No more queuing for a live-agent or waiting for touch tone prompts instead you may reply as you naturally would with a live-agent." Mazraani elaborates.

As a final point Telcos and contact centers will realise that any self-service application delivered by a Speech Agent really means improving both productivity and customer service

delivery, as live-agents will be freed up for more complex and higher-value calls with a more positive attitude, all while reducing operational costs.

Mazraani adds "Speech opens new frontiers of automation, whereby automating any contact center features which were not possible before even with touch tone platforms." He continues "As an example, Etisalat adopted Speech Agents for their one and only Directory Enquiries (181) aiming to transform it to an automated self-service center whereby the caller can retrieve information in any language, dialect and/or accent all in less than a minute - which is operating live now for all land line and soon for mobiles too"

Finally Sassine Mazraani wraps by inviting and encouraging all Telcos to consider the possibilities that the Speech Agents could bring to their operations.

About Emerging Technologies

Emerging Technologies (a UAE based LLC) is the first and leading Middle East provider of speech enhanced solutions. While being a master distributor of Nuance's and Philip's dictation and voice recognition applications; Emerging Technologies developed its very own proprietary Simply Speak!™ interface, custom made to adapt to natural speech in all Arabic dialects as well as English and Hindi.

We witness on daily basis the transformational power and benefits of Speech applications as we support over 350,000 multilingual calls daily across various vertical industries like Telecommunications, Government, Finance, Healthcare Education, Travel and much more.

For more information please visit www.em-t.com

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