



## Speech Agents Offer New Revenue Streams for Telcos

- *Emerging Technologies introduce at MECOM 2010 new revenue models with their range of Telco-specific speech enabled applications*

### Press Release for Immediate Release

**Abu Dhabi, United Arab Emirates** – Emerging Technologies, a leading provider and developer of speech enabled solutions, today introduces a range of applications specific to the Telco industry such as ‘Out-bound Speech Agents’ and ‘Speech-Enabled Voice Portals’ powered by their proprietary human-like speech interface Simply Speak!™.

On their last day of participation MECOM 2010, CEO Sassine Mazraani talks about the endless opportunities with Speech enabled applications: “Today with Speech Recognition technology, Telcos could explore new revenue streams by adopting any of two models: 1. Proactive up-selling or 2. by offering premium content via a self-service platform”.

Mazraani continues explaining that in the first model “Proactive Speech Agents” are the most realistic and results-oriented enablers. “Since speech agents are not limited to just incoming calls rather they could be employed as proactive agents for out-bound campaigns.” Mazraani adds. The out-bound speech agent could dial out as many calls as needed by the Telco to inform their customers of latest special offers and proactively provide them with upgrade options without the need for any live-agents’ time.

Similarly the second model is a self-sufficient application called “Speech enabled Voice Portal”, which allows callers to access premium content like music libraries, jokes, poetry, news and more by simply speaking to the human-like voice interface of the Portal in any language (i.e any Arabic dialect, English, or Hindi).

On that front Mazraani stresses: “Simply Speak! Is not only the name of our proprietary engine behind all our speech-enabled applications rather it is the value behind all our innovations.” He continues: “We will continue to embed the Simply Speak philosophy in the heart of all our vertical solutions ensuring that our customers receive great return on investments while increasing their end-user satisfaction via our human-like speech applications”.

Mazraani names some of their customers who benefit from this technology today : “Many of our industry leading customers such as Etisalat, STC, Dubai Airport and Dubai Financial Market witness and reap immediate and long term return on their investment in our Simply



Speak!™ suite of applications custom made for their specific business model and requirements.”

Finally Mazraani encourages Telcos who are looking to generate new revenue streams to explore the endless opportunities with the incomparable applications based on Speech recognition technology.

### **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](http://www.em-t.com)

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