

# Automation in Contact Centers (Call center & CRM)

by Acapela Group



Contact Centers and Customer Relationship Management are becoming vital gateways between companies and their customers.

The development of remote customer relationship management and the pressure related to costs has influenced the decision of many companies to count on the performance of their contact center to ensure close contact with customers.

Customers have become more demanding and now expect services to be available at all times. That's the price to pay to satisfy customers and develop loyalty. This requires a lot of organisational and mutualisation effort which therefore causes contact center operational costs to grow.

>> This is the context in which speech technologies allow you to bring forward reliable solutions that not only increase customer satisfaction but also reduce operational costs.

## Before we go any further, what is text to speech (TTS)?

It's a technology that can read any text out loud without knowing the vocabulary, the names, the numbers or codes contained in the text.

This technology is mature; it has been validated by market deployments and is already largely used in telephony services provided by Carriers, Enterprises and numerous professional and consumer software applications.

Text to speech is no longer the Robotic sounding voice from the 90's. It's now so close to the human voice that it's difficult to tell the difference between them. The quality level achieved is so high that you can let TTS speak for your company with your eyes closed.



## When is Text to speech (TTS) an appropriate solution for you?

When you want to personalise a dialogue with customers, it's almost impossible to record every possible message combination. TTS is a simple, efficient and cost effective solution.

Greeting customers by their name? Informing customers of why their plane has been delayed? Letting customers know the name of the person who signed for the parcel they sent? Or even let them access their product guarantee?

All of this is possible with text to speech!

## The advantages of TTS enabled services:

- Rapid customer service
- 24/7 Availability
- Decrease repetitive actions
- Decrease cost of call processing
- Automated and permanently up-to-date content

## Some TTS enabled services examples:

- > Telephone access to the status of an account.
- > Telephone access to the most recent up-to-date information regarding bank or insurance transactions.
- > Telephone access to the status of parcel delivery (mail order, home shopping etc)
- > Passenger information (Trains, buses etc)
- > Games and competitions.
- > Reservations (Hotels, transports, leisure, tourism)



## Operational Cost Reduction for:

- Banking and Finance
- Insurance
- Tourism and leisure
- Transports
- Government bodies
- Carriers
- IT Equipment manufacturers
- Mail order, e-commerce and home shopping



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## **h**ow can you integrate text to speech to a Contact Center environment?

TTS is a software component that integrates to a Interactive Voice Response Server. TTS allows you to create a real-time link between text based content in your database and a customer awaiting an immediate reply.

TTS can also be used, off-line, to generate voice prompts for the IVR system. When your customers call you, they are greeted by the IVR system, which prompts them to identify themselves. (Either using touchtone to enter their customer/subscriber reference number or by using speaker verification software)

The system will then propose a series of options to the customer such as finding out about their last transactions, reservations, etc. either by prompting to enter a number on the keypad or by speaking.

The system will always allow customers to talk to a human operator at any time if the transactions are too specific. However, the system will be able to answer a significant amount of customer requirement with text to speech.

## **1**mmEDIATE 20-70% call automation increase.

We have experienced an inbound call automation level of 20%-70% depending on the business segment when introducing text to speech, while significantly increasing user satisfaction due to the flexibility and availability of the system.

The agents have more time to cover more complex requests and therefore provide a better quality service.

## **a** Acapela Group, 1st European Speech specialist, introduces Acapela Telecom

Acapela Group is a leading world player in solutions, focusing exclusively on the development and marketing of natural-language interfaces.

By analysing their customers' needs and how best to meet them, Acapela Group brings organisations new ways of interacting with their clients, providing new opportunities to speech-enable their world through revenue-generating applications.

Acapela Telecom's golden tones are likely to make even the most sceptical user sit up and listen. Not only does it sound more natural, but Acapela high end voices has the richest prosody yet, capable of communicating intelligent meaning as never before. Acapela voices has been so highly developed that it is almost impossible to distinguish the difference between a recorded human voice and speech synthesis. Acapela Telecom has already been largely deployed in high profile consumer services such as France's leading financial newspaper "Les Echos", the express postal service "Chronopost", the well known French news agency "AFP", "self service" account management for "MAAF Vie" or on-line animation for "Avis".

Leading from the starting blocks

Acapela is presently N°1 supplier of vocal technologies to the European, Middle East and Nordic markets. These leadership positions owe much to the confidence our customers and partners have placed in our technologies and service offers : Alcatel, Alva, Atos Origin, Bo Jo Tveter, Bosch Blaupunkt, Daimler Chrysler, Franklin Electronic Publishers, Harman Becker, Intervoice, Magneti Marelli, Navigation Technologies, PSA Peugeot Citroën, Telia, Temic, Texas Instruments, Tieman, Toby Churchill, Scandis, Siemens, etc.

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