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Press Release

VoiceObjects Showcases Personalized Self-Service Solutions for Multiple Phone Channel Applications

Cost optimization and increased customer satisfaction delivered through personalized phone self-service

Bergisch Gladbach, Germany. – February 7, 2008 - VoiceObjects Inc., the leading provider of personalized self-service phone portals, will be exhibiting at GSMA Mobile World Congress which takes place from February 11 - 14 in Barcelona. Mobile World Congress is the largest, most significant event for the mobile industry and includes mobile network operators, hardware and software vendors and content owners from across the world. VoiceObjects will showcase how call center operators and mobile carriers can reduce call center service costs while improving the caller experience. VoiceObjects 7 is an open, standards-based phone application server software that enables easy deployment and maintenance of personalized self-service phone applications using text, video, voice and Web user interfaces. The flagship product complements a Voice-XML platform and efficiently manages very complex and user friendly applications. With VoiceObjects Analyzer, companies are also provided with analysis for tuning and optimization, integrating easy to back-end systems and existing infrastructures.

"Mobile World Congress is an excellent venue for us to have a direct dialog with interested parties and customers. It also offers us the opportunity to present our newest solutions that enable call centers to deploy personalized self-service applications to over-the-phone customer service channels like text, voice, video and the Web," said Michael Codini, Chief Technology Officer, VoiceObjects. "The benefits for mobile carriers are very clear: Reduce costs in core business areas and free up live agents from routine enquiries. This allows them to spend their time on higher-quality services and individual customer support, leading to a significant increase in customer satisfaction."

VoiceObjects will be demoing their recently announced product, VoiceObjects Media Mixer, which allows companies to interact with customers through dynamically assembled video applications. Video content can be adapted to caller behavior or to information contained in integrated CRM databases, providing per-segment or per-caller personalization. Dynamically generated video also facilitates customization such as the intelligent selection and delivery of content from a library of video advertisements, or to upsell or cross-sell appropriately targeted products.

VoiceObjects will also showcase USSD-based phone portal solutions that accept text user input and deliver a text user interface on mobile handsets. The phone application server from VoiceObjects enables text-driven applications to be personalized for each customer so that they are offered individualized menu choices and marketing promotions. Users will benefit from a convenient service channel with very fast response times, and providers can deliver a customer service channel that has minimal impact on network capacity while significantly reducing customer service care costs.

Over the years, VoiceObjects has worked with many successful companies to deliver self-service phone portals that enable organizations to personalize each caller's experience, to integrate phone self-service into comprehensive strategies for improving the customer experience, and to manage the complexity of the world's most sophisticated phone applications. VoiceObjects' products and services are proven at companies such as T-Mobile, Volkswagen Financial Services, and Adobe Systems.

About VoiceObjects

VoiceObjects is redefining over-the-phone customer service for global enterprises and carriers. By delivering adaptive, cost-effective self-service phone portals, VoiceObjects enables organizations to personalize each caller's experience, to integrate phone self-service into comprehensive customer experience strategies, and to manage the complexity of the world's most sophisticated phone applications. VoiceObjects' award-winning phone application server software is used by leading companies, including Adobe, T-Mobile, and Volkswagen Financial Services and provides personalized customer service experiences to more than 500 million callers each year. VoiceObjects is privately held and headquartered in San Mateo, Calif. For more information call (650) 288-0299 or visit www.VoiceObjects.com.

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