



Press Release

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Vodafone Ireland Selects VoiceObjects to Power Phone Self-Care System

Award-Winning Software Suite Selected for IVR Personalization, Advanced Analytics, Easy Administration and Open Standards Support, Delivering Intuitive Phone Self-Service to Customers

SAN MATEO, Calif., February 28, 2008 - VoiceObjects, the leading provider of self-service phone portals, announced today that Vodafone Ireland, Ireland's leading mobile communications operator, has selected VoiceObjects' phone application server software suite to power its automated phone self-service system. The VoiceObjects solution is strategic to a key customer care initiative at Vodafone Ireland to mirror customers' Web self-service experience over the phone self-service channel.

Vodafone Ireland, the first of the Vodafone operating companies to deploy a VoiceXML-based IVR platform, migrated to the Nortel Media Processing Server and chose HERMES Softlab to assist with the deployment. VoiceObjects was chosen based on the open-standards based architecture support for different IVR systems, proven, successful deployments with other telco carriers, analytical capabilities and web services support for easy integration into back-end applications which dramatically reduced development time and costs.

"Prior to implementing VoiceObjects, we had very limited control over our IVR applications, little insight into customer usage patterns and application changes requests were time consuming and extremely expensive," said Mervyn Neary, Care Experience manager, Vodafone Ireland. "VoiceObjects phone application server allows us to personalize our IVR system, giving our customers a better user experience and engaging them in cross-sell and upsell opportunities."

Consumer residential, business customers and retail store agents can call into the system and perform a variety of tasks such as retrieve account information, check handset upgrade eligibility, add minutes to pre-paid calling plans, change pricing plans and retrieve roaming information. The system routinely handles an average of 80,000 calls per month and during the month-long 2007 Rugby World Cup tournament, 240,000 calls were handled by the system.

Overall, VoiceObjects has enabled Vodafone Ireland to reduce phone self-service development and maintenance costs by up to 75%. VoiceObjects' per-caller personalization capabilities enable Vodafone Ireland to make changes to its phone applications for one or more of the carrier's 20 distinct customer segments. A call center team leader can now make tactical application changes in real-time in a matter of minutes and business administrators can deactivate a service or add new tariff or promotion bundles and test it for a particular customer segment. Previously, significant time and expense and technical professional services were required to modify the system's applications.

Vodafone Ireland also uses VoiceObjects Analyzer with their MicroStrategy business intelligence platform to capture and analyze caller data, giving Vodafone Ireland insight into customer and application behavior in the self-service system. This feature enables them to constantly improve and evolve applications resulting in a better caller experience and higher customer satisfaction.

Future plans at Vodafone Ireland include adding additional elements of personalization to existing and new applications and services, and evaluating new interfaces such as speech and additional phone self-care channels such as USSD-based text.

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, please contact (650) 288-0299 or visit www.VoiceObjects.com.

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