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Press Release

T-Mobile Selects VoiceObjects for New, Integrated Voice and Mobile Self-Service Strategy

"Self-service in your pocket" program leverages standard architecture for customer self-service over mobile phone channels

San Mateo, Calif., October 13, 2008 — VoiceObjects, the personalized self-service phone company, today announced that T-Mobile International will deploy VoiceObjects software as part of its "self-service in your pocket" customer service initiative for delivering voice-controlled and other mobile services. Based on an international proof of concept, T-Mobile has chosen VoiceObjects as an ideal technology provider for creating and managing customer self-service portals in Austria, Czech Republic, and Poland (PTC Era).

The VoiceObjects "design once, deploy anywhere" technology approach is important to T-Mobile's initiative because it enables the one-time development of an application which can run on every available phone channel: voice, video, text or mobile Web. This multi-channel approach ensures T-Mobile that a useful mix of service channels is available to customers which can be accessed on-demand. As a result, T-Mobile customers will experience a fast, personalized self-service over a mobile portal, SMS service, or a voice portal with touch-tone (DTMF) or speech recognition.

"These days, customer self-service must fulfil two needs," stresses Daniel Hendling, Program Manager at T-Mobile International. "First, the service must be easy and attractive so that the customer wants to use it as a preferred channel. Secondly, we have to optimise efficiency for the company so that ultimately, we can offer affordable services through a range of channels. With VoiceObjects, we have found an ideal technology partner to provide us with a simple, yet cost-effective self-service architecture."

T-Mobile International's medium to long-term strategy is to develop a self-service environment through a range of phone-channels that makes best use of the merits of each channel and enables T-Mobile to provide its customers with the best service possible.

"We are very pleased to be part of T-Mobile's "self-service in your pocket" program as it highlights the VoiceObjects' unique position in delivering personalized phone self-service over popular phone channels that are used by consumers every day," said Michael Codini, VoiceObjects CTO and Managing Director EMEA. "With VoiceObjects, T-Mobile can lower costs while also delivering a much improved customer experience by having one development and deployment environment and by re-using applications built for one channel and deploying them on multiple channels."

About VoiceObjects

VoiceObjects is redefining automated phone-based customer service for global 500 enterprises and mobile carriers. By delivering personalized self-service solutions, VoiceObjects enables organizations to enhance each user experience, integrate phone self-service into comprehensive customer service strategies and manage phone self-service applications residing on VoiceXML-based IVR platforms. VoiceObjects is used by leading companies including Adobe, Hershey's, T-Mobile, Vodafone and Volkswagen Financial Services, providing personalized customer service experiences to more than 500 million callers each year. VoiceObjects is privately held and headquartered in San Mateo, CA. For more information visit www.VoiceObjects.com

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2008
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2005
2004
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