

Welcome to the August 2009 Newsletter from Contact Centre Action

This month we focus on speech recognition and biometric verification.

Also the CCMA is holding an event in Melbourne this week, and has a special offer for new or renewing members – details below.

Speech – The New Hot Topic

We said about a year ago that the next significant technologies that we would see in contact centres are speech recognition and biometric verification, and it looks like we were right. We have now worked with clients on two biometric verification implementations and three speech recognition implementations.

In addition to this, speech was a major topic at last week's Genesys G-Force conference in Melbourne, the CCMA is hosting a lunch this week with speech as the subject, and the SpeechTek conference will be held in New York next week – so everybody seems to be talking about speech!

Speech recognition technology has developed to the point now that it is reliable and works extremely well. Sure, early on there were a few applications deployed that were less than ideal, and many people will tell you horror stories about these applications. The truth is the technology is now mature and very functional. Like all technologies, there are differences in application design – some do work better than others, but if you select the right supplier the result will be excellent. Many companies are seeing a significant improvement in customer satisfaction after deploying speech applications. Coupled with significant cost savings through reduced AHT, the business case for implementing speech can be very powerful.

There are now more and more manufacturers of speech recognition technologies across the world, competing heavily for market share. This is great because it is driving quality up and driving cost down. Speech is no longer an expensive solution for big companies – it is now within reach of small to mid-sized companies.

Further, speech is now available fully installed on the client's site, as a fully hosted solution, or as a hybrid of both – making the business case even more attractive.

Speech applications are becoming more diverse as well. From the relatively simple call steering applications and store locator applications, through the use of speech to text to complete forms and undertaking reference checks for potential employees, there are many, many ways to use speech recognition to enhance your business.

Biometric verification is another interesting technology. Not as widespread as speech recognition in Australia yet, but it is certainly gaining popularity. It is an ideal way to increase security and customer convenience – no more need to remember PINs and passwords and very difficult for an imposter to breach. Biometrics are much easier for customers and much more secure than the common 'secret questions – "What is your mother's maiden name?" It is an excellent technology where high levels of security are required, for example Government, financial services and medical.

Contact Centre Action are in an ideal position to provide you with independent advice on the use of speech recognition or biometric verification in your business. We can also assist with project management, vendor management, change management and consultancy to ensure the success of your project. Contact us on (03) 8648 6577 or email info@ccaction.com.au obligation free, to discuss the possibilities and benefits.

People Moves

We have been approached to assist in filling a role with a major New Zealand utility. The position is for a General Manager Customer Service, and will be a key Senior Manager who will be instrumental in leading the organization through a major period of transformation. The role will include establishing the scope of the role itself, establishing the teams and creating call centres, as well as ongoing management. For more information please contact us at info@ccaction.com.au.

Follow us on Twitter

We are not sure of all this social networking stuff yet, particularly in a professional environment – but we have decided to take the plunge & set up a Twitter account. Please follow us at <http://twitter.com/ccaction>. We won't be updating this every minute of every day – you don't care if we are on the phone or writing an email, in the office or out, but if we find something that may be of interest – we will tweet! We see this as a convenient way of distributing news quickly before it becomes history.

Upcoming CCMA Events

Continuing with this month's theme of Speech Recognition, the CCMA will be hosting a lunch in Melbourne this Friday 21st August. Come along and hear about NAB's success in implementing speech recognition and biometric verification. Bookings close Tuesday 18th August, so book today at www.ccma.asn.au.

The next CCMA lunch in Melbourne will be on Friday 16th October 2009.

Events will be held in Brisbane, Sydney and Perth over the next few months as well – more details to follow.

Don't miss out – mark your diaries and BOOK TODAY.

Full details of all events are available at <http://www.ccma.asn.au>.

The CCMA is also holding a special promotion at the moment – anyone who joins or renews their CCMA membership between 1st August 2009 and 30 November 2009 will receive 15 months membership for the price of 12 **PLUS a chance to win a 42" Panasonic plasma TV**. Full terms and conditions are available at www.ccma.asn.au.

Do you know someone who would like to be added to our mailing list? Please email their details to info@ccaction.com.au.



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