

EVOLUTION “TALK-TO-ME” SPEECH RECOGNITION

Alston Tascom, Inc. has partnered with a leading provider of accessible speech technologies to develop an "easy to use" suite of speech recognition software for entry-level businesses, corporations, contact centers, call centers and service providers such as utilities, state and local governments, hospitals and telecommunications providers. Our plug and play Speech Driven Information System (SDIS) was named "Best of Show" at the 11th Annual CT Expo in Los Angeles, CA sponsored by CMP Media, LLC and at Communications Solutions 2002 in Boston, MA sponsored by TMC. SDIS was acknowledged for its software's ease of use and installation by TMCLabs by being named Editor's Choice 2002. Communications Convergence editors said, "SDIS is a particularly straight-forward speech application for non-technical organizations and businesses, enabling customers to say what they want and get information quickly."

What makes "Talk-To-Me" unique is our approach in a traditionally complex speech recognition industry. We not only provide the most affordable product in the industry but our product can be installed and ready to use in a matter of days. With our drag and drop interface and our online tutorial, an administrator can quickly tailor a speech application that fits their unique office environment. There is very little development time compared to the other speech applications found on the market today.

Speech Driven Information Systems

Speech recognition technology has many different components, including, noise-canceling input, a speech recognition engine, vocabularies, application interfaces, and rudimentary natural-language processing. "Talk-To-Me" is a speaker-independent system allowing anyone to use it, without having to train the system. Speaker-independent systems are a necessity in network applications when the user's identity is unknown and the number of subscribers makes it impractical to train the system.

The "Talk-To-Me" Power

The power behind "Talk-To-Me" is simple: The customer feels they are in control of their phone call and their time - no more waiting for the right option to be announced. ***The customer simply asks for what they want - and they get it.***

"Talk-To-Me" Advanced Recognition Features

Natural Language - Combines a pool of "non-critical phrases" with secondary items for further clarification, allowing customers to speak more naturally.

Multi-level - Allows for easy entry of a series of questions that is dependent on the question before, i.e., What State?, What City?, Which Location?

Custom Actions - Call functions in a third-party Dynamic Link Library (DLL) for customized program control

Record - Allows callers to record a message

Outbound Call - Allows for the program to initiate outbound calls

"Talk-To-Me" Speech Recognition Features:

- Speech Recognition accuracy exceeds 90%
- Scalable from 2 ports to multiple T1's - number of ports depends on the number of simultaneous callers
- High reliability
- Easy to use Graphic User Interface (GUI)
- Ability to transfer to an agent, receptionist and/or user (on or off site) at any time
- Low price compared to other speech recognition providers
- Barge in capabilities- means you can talk over the question and just say what you want, resulting in more natural usage and the ability to get to the information you want faster
- Comes with software that, with your PC sound card and microphone, you can record your call menu and answers
- Near Instant ROI

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- Comes with “easy to use” desktop development tools to create the call flow (the list of questions and answers your customers are calling about)
- Examples to show how the call flow can be set up to make it easier to set-up your own customer call flow
- Works with your current phone system
- Easy to set-up

“Talk-To-Me” Benefits:

- Achieve zero hold time
- Answers calls 24/7, never miss another call
- Allows you to navigate through your current phone system using voice
- Consistent Customer Service with Accurate Answers
- Replaces the receptionist
- Acts as a virtual customer service department
- Enhances the IVR
- Easier to use than a touch-tone IVR menu (IVR menus have so many choices that the listener can't remember what number corresponded to the answer they were looking for)
- Increases customer life time value because customer can speak what they want and not become frustrated by the IVR menu
- Save money on:
 - Receptionist salary
 - Call Center Agents salary
 - Phone Line Costs

“Talk-To-Me” Speech recognition will:

- Add to the bottom-line:
 - Answer telephone-based customer service inquiry for about 1/3 the cost of agent.
 - Reduce call abandonment rates to less than 2%, increasing revenue.
 - REAL EXAMPLE: A credit card company is saving 22% per call to process portions of inbound calls to complete credit card applications. The caller completes most of the basic input information before the call goes to the operator.
 - The bank's credit card conversion rate is higher with the integrated speech-live operator offering than with the live agent.
 - Adds additional savings by automating calls. For example callers can simply say what they want as opposed to having to associate the purpose of their call with a number on the telephone keypad.
 - Handles more of the non-revenue calls, thereby allowing callers who want to do revenue transactions to get through to an operator more quickly
- Improve customer service:
 - Handle simple inquires instantly, leaving operators to handle more complex calls faster
 - Allows 24/7 accessibility for simple customer inquiries
 - Makes it easier for mobile phone users and callers using speaker phones
- Cost cutting
- Service improvement
- Revenue enhancement

Voice Recognition Engine

- Allows customers to access information
- Give commands using the spoken language
- Is speaker independent, so don't have to train the engine for each speaker
- It recognizes continuous speech, so it is ok if the person speaks without pauses
- Has three main parts:
 - A part that captures the person's voice (Captured audio)
 - A part that checks the words the person spoke (Vocabulary and grammar)
 - A part that recognizes the words that are spoken and transfers the person to the right connection (Recognized test)

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- Recognizes hundreds of words either as a single word or in a phrase
 - It uses word spotting to do this which allows people to talk more naturally
 - Since people speak in different syntaxes, word spotting allows recognition of words in any order
 - The application has over 120,000 words in it, including multiple phonetic spellings for many words and proper nouns
 - The words can be entered as simple text or raw phonetic spellings
 - Has a nonsense dictionary for words like “um” and “ah”
 - Has a function called HOT SWAP that allows changes to the system without shutting it down

Uses:

- Any business with people calling in for help or inquiries, especially routine calls that are repeated
- CRM, Contact Center, Call Center, and Customer Service - Example: As a virtual Customer Service Rep, the system answers the most frequently asked questions such as, “What are your hours of operation?”
- Virtual Customer Service, Technical Support and/or Help Desk System
- Call Router - Example: As an automated call router, your customer can say, “customer service” and be transferred to that department.
- Movie Phone
- Gather information for market research
- Account information
- Field Technician Support
- Automatic Billing
- Outbound Calling
- Cell Phone Safety
- Dentist, doctor, medical offices
- Pizza place
- Airline
- Travel agent
- Broker
- Directory assistance
- Insurance industry
- Retail Industry
- Government Solutions
- Banking Solutions

The Next Competitive Edge

"Studies from Purdue University's Center for Customer Driven Quality show that 80% of customers prefer calling companies that use a well-applied speech recognition application.

As mobile phone usage continues to increase, a well-applied, accurate and cost-effective speech application is the next competitive advantage for any business or service provider wanting to serve customers faster.

For service providers and businesses, there is rapid return on the investment. Telephone hold costs decrease immediately by at least 10%. Productivity increases as receptionists, staff and Call Center personnel are freed up to answer more complex questions.