

sayso! announces Voice Access Service customer: Mobile Innovations

Mobile Innovations chooses voice hosting over conventional model of voice technology delivery

sayso! (formerly Syrinx Speech Systems) has announced that Mobile Innovations has selected sayso!'s Voice Access Service to deliver speech recognition solutions to its customers.

By introducing voice hosting, Mobile Innovations will reap the benefits of voice technology without incurring the huge up-front costs and on-site implementation hassles associated with the conventional model of delivering voice technology.

Mobile Innovations is a direct marketing and customer management organisation. Its principle business is the exclusive direct marketing channel for Vodafone in Australia as well as contracted customer management. Mobile Innovations staff handle approximately 50,000 calls per month.

Forecast to take between 10 and 30 per cent of all calls within its first year, Sayso!'s hosting technology will handle basic billing and credit inquiries at first, then move on to more complex inquiries after an analysis has been done on the system's performance after three months.

With the sayso! Voice Access Service, Mobile Innovations will not need to purchase on-site hardware or software licenses. Mobile Innovations doesn't need full-time IT staff to implement, monitor or manage the service. sayso! staff continuously monitor and maintain the service, upgrading the hardware and software at no extra cost to the customer.

"We hadn't thought of using voice technology in the past because it was always too capital intensive," said Craig Piercy, general manager, customer service, Mobile Innovations.

"sayso!'s voice hosting model however, gives us the best way to extend voice enabled customer self service whilst giving us a virtual ROI from day one."

Steve Watt, CEO, sayso! said, " Mobile Innovations choice further endorses our belief that speech recognition technology is ideally suited for hosting and is the most customer friendly way to deploy its use.

sayso! has the best model for speech recognition

"The sayso! pricing model also attracted us to their hosting model. We pay for the service as the benefits are realised.

We can focus on our business, on what we do best. We were not interested in going through the headaches normally associated with the implementation of licensed, customer installed speech recognition systems offered by the other vendors.

Its a great way forward for us.

Craig Piercy
General Manager, Customer Service
Mobile Innovations

About Sayso!

Founded in 1990, Australian based sayso! (formerly Syrinx Speech Systems) delivers advanced speech recognition technology as a hosted, transaction priced, Voice Access Service.