

Suncorp takes speech to the rugby world cup

VeCommerce Limited (ASX:VCM), a global leader in the provision of natural language speech recognition (NLSR), speaker verification and voice enabled e-commerce solutions, has worked with its client, Suncorp, to enhance VeCommerces VeConnect solution, implemented in December 2002, to meet marketing objectives of its newly launched campaign In2Rugby. Suncorp, as the official sponsor partner of the Rugby World Cup 2003, has made available a most attractive promotion to its Suncorp and GIO customers giving away over \$250,000 in prizes including A Reserve tickets to the best games as well as merchandise. The In2Rugby campaign is scheduled to continue over the next two years - in various forms. The 12 weekly draws commenced 1 September. The announcement of this campaign follows on the heels of the bank and general insurer posting a handsome net profit of \$384 million for the year ended June 30, up from \$311 million in the previous year. Suncorp has forecast improved earnings this year, after the GIO acquisition pushed its annual net profit up 23 per cent. We see this technology as enabling organisations to comprehensively integrate the power of voice interactions with their Customer Relationship Management [CRM] strategy, said Paul Magee, VeCommerce Managing Director. There is no doubt that this is the first time the speech system has been used to support such a high level, and high profile, marketing campaign. The Suncorp website details the promotion while the companys radio advertising asks customers to call 13 11 55 to register their interest in the promotion. The VeCommerce developed solution next release now supports requests from callers who want to register for the promotion. Customers can simply say "I'd like to register for the free Rugby tickets", "World cup tickets please" or just "Rugby", and the NLSR system will transfer the customer directly to the switchboard operators who can advise the caller on how to complete their registration for the promotion. Having developed an 'open dialogue' speech system specifically for the financial services industry, VeCommerce worked with Suncorp throughout 2002 to implement a speech enabled call routing solution, which, today, results in increased customer satisfaction levels and improvements in service, operational and cost efficiencies. Improvements include a reduction in misdirected call rates to as low as 2.5 per cent and the ability to reduce the initial call time by as much as 50 per cent. This represents substantial savings on monthly telecommunications costs to Suncorp - call times being reduced to 35 seconds from 60 seconds on average. - ENDS - About VeCommerce the future is hear VeCommerce Limited (ASX:VCM), is a global leader in the provision of natural language speech recognition (NLSR), speaker verification and voice enabled e-commerce solutions. VeCommerces core focus is to provide tailored business solutions, using the latest in communications and speech technologies, that allow callers to complete complicated but routine transactions or inquiries without the need to struggle with frustrating push button menus or having to wait for an available operator to answer their call. VeCommerce can voice enable an organisations business systems and processes providing secure, easy to use and consistently available self-service facilities allowing customers to simply speak in a natural conversational tone over any telephone, significantly reducing the cost of each transaction. VeCommerce clients around the world include: Pizza Hut, Motor Accidents Authority, Suncorp Metway, Ladbrokes, ASX Perpetual, Magna Entertainment, Auckland Co-op Taxis, the Ministry of Social Development (NZ) and 5 out of 6 TABs Australia wide. Visit www.vecommerce.com for further information.

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