

SRC Debuts Voice XML Hosting Service at Call Centre Expo

Submitted by: Media Link (Berkshire)

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- Hosting and Application Development Services to Bring Speech Technologies to Call Centres.
SRC, Stand D68, Hall 8, NEC Birmingham, 9-10th October 2001

London, England – July 25 2001– SRC Telecom, the telephony based speech recognition arm of SRC (The Speech Recognition Company), is debuting the first Europe based VXML (Voice XML) applications hosting service at Call Centre Expo in October. At the show, the company will highlight the benefits of introducing speech recognition to call centre operations, which enable customer services to be streamlined.

Speech-based systems allow companies to provide real-time information and transaction services to their customers, whilst reducing the need for live operators to deal with routine or high volume call types. Human resources can then be allocated more efficiently, concentrating on more complex or higher value activities.

Speech-enabled call centre applications significantly reduce costs and, if well designed, can improve customer service. These applications can deliver significant returns on companies' investments. It is estimated that integrating speech recognition technology into applications can provide a payback within 6-12 months in those call centres that maintain more than 50 live operators. With the advent of SRC's applications hosting services, an increasing number of call centres will be able to take advantage of dramatic operational savings without major upfront investment in new platforms and applications development.

About SRC (The Speech Recognition Company)

SRC Enterprise builds speech recognition and digital dictation solutions for the corporate desktop. SRC Enterprise also offers industry unique services based on its own market leading expertise including SRC Vocabulary Building and SRC VocaLinks Consulting. SRC Vocabulary Building develops specialist speech software vocabularies for the professions and bespoke vocabularies for the corporate market. The SRC VocaLinks Consulting service leverages unique, patent-pending SRC VocaLinks Technology, enabling customers to re-engineer their existing data capture, entry and processing workflow with speech recognition technology, thus gaining significant productivity and cost-efficiency gains.

SRC Telecom builds upon the company's core speech recognition expertise with a range of speech telephony applications. In partnership with leading technology manufacturers, SRC Telecom uses its core skills in advanced telephony speech application design to automate call handling for customer information and transactions. The company also delivers applications direct as well as hosting these applications on its own state of the art secure and scaleable platform. SRC Telecom is a member of the VoiceXML Forum who's goal is to promote VoiceXML, a language enabling Internet based telephone services and voice-enabled access to content and information on the web.

SRC is privately owned, and is backed by leading financial institutions including 3i Group and Cazenove & Co.

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