

# SpeechStorm Customer, Dixons Store Group Ireland, Shortlisted for a European Call Centre Award

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- Contact centre's innovative 'One Number Strategy', using speech recognition technology, shortlisted for 'Best Use of Technology' award

London, UK – August 26th, 2008 – SpeechStorm, ([www.speechstorm.com](http://www.speechstorm.com)) , the specialist provider of speech self-service solutions for contact centres, has today announced that its client, Dixons Store Group Ireland (part of DSG International Group), has been shortlisted as a finalist from several hundred entries in the Best Use Of Technology category in the European Call Centre Awards 2008.

Dixons Store Group Ireland (DSGI) had been receiving 15,000 post-sales calls direct to its stores each week resulting in significant call congestion at store level which lead to negative post sales experience and also significantly impacted on the ability of the sales staff to deal with customers on the shop floor. Dixons, in partnership with SpeechStorm and eircom, deployed a speech recognition solution, Information Line, which has helped Dixons to reduce the volume of post-sales calls to the stores by over 60%.

Commenting on the news, Paul May, Service Manager for Dixons, says: "To be shortlisted from so many entries is a real achievement particularly as this is the first time we have entered these prestigious industry awards. After receiving positive feedback from customers it's great to receive external recognition as well."

By deploying a "single number" service from SpeechStorm, Dixons can ensure that customers can be routed to the correct department instead of calling a range of different numbers. This means that their sales advisors no longer answer non-sales calls, the service centres only field calls intended for their skill-set and the customer experience has significantly improved.

"We're proud of our association with Dixons, a very innovative and forward-thinking company Being identified as a contender for this prestigious European award is further validation of the approach Dixon's has taken to introduce technology to solve real business issues whilst enhancing the level of service they offer to customers" says Oliver Lennon, CEO of SpeechStorm. "Congratulations to the Dixons team; we wish you every success in the awards".

The European Call Centre Awards organised by CCF magazine, are now in there thirteenth year and recognise excellence in Europe's diverse call and contact centre community. The winners will be announced at a special awards ceremony and dinner at the Hilton Birmingham Metropole Hotel on 16th September 08.

Dixons will compete for the Best Use of Technology award against Citigroup, Homeserve Membership Ltd, Lloyds TSB, LV and Orange. For more information on the CCF European Call Centre awards please visit [www.callcentrewards.co.uk](http://www.callcentrewards.co.uk).

About SpeechStorm

SpeechStorm provides speech self-service and voice biometrics solutions that work alongside the contact centre, enabling callers to get what they need, faster and at their own convenience. Using the SpeechStorm inbound and outbound speech solutions suite, contact centres across the world are transforming their phone based customer relationships, reducing costs and improving service levels.

Organisations including Irish telecoms giant, eircom, Dixons Stores Group International, SITA Suez and Northern Ireland Electricity rely on SpeechStorm solutions to underpin their contact centres and to improve the performance of their businesses. Backed by a professional services capability of more than 250 consultants, SpeechStorm is part of Kainos Software Limited, a leading IT consulting company. SpeechStorm has offices in the UK and Ireland.

For more information please visit the corporate website on [www.speechstorm.com](http://www.speechstorm.com) .

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