

Allied Irish Bank's Speech Recognition Deployment is Shortlisted in the FST Awards

Submitted by: Sarum PR
Monday, 2 February 2009

- eircom and SpeechStorm's blended partnership pays dividends as joint customer, AIB, is nominated as finalist -

London, UK – February 2nd , 2009 – SpeechStorm, (www.speechstorm.com), the specialist provider of phone self-service solutions for contact centres, has today announced that, Allied Irish Bank (AIB) has been shortlisted in the 2009 Financial Sector Technology awards for the much coveted Best Use of IT in Retail Banking award category.

AIB has deployed a speech recognition solution for its high-value Relationship Managed customers. The solution, which is the single largest speech recognition deployment in Ireland, has greatly enhanced the customer experience by eliminating layers of IVR touchtone procedures, speeding up the process of reaching the intended person or function. Developed by SpeechStorm and implemented by eircom, the hosted solution has allowed in-branch staff to focus more on value-add activities and reduced the load on contact centre staff.

Commenting on the shortlisting, Clive Ryan, Director, Advisory Services, eircom said, "The team is very pleased to be shortlisted for this award. This system is regarded as one of the most innovative, ground breaking approaches to managing customer contact in the Irish Financial Services sector and it has greatly enhanced AIB's day to day business functions. We have worked very closely with AIB in the last year to design, refine, develop and implement the speech recognition solution".

The FST Awards aim to recognise excellence and innovation in the field of information technology within the UK and European financial sector. These prestigious awards are designed to emphasise the importance of IT as a key driver in business and to acknowledge and reward IT specialists working within the sector. The primary criteria for judging are the delivery of definable and significant business benefits, innovation and originality of application. Project management issues, such as the scale and delivery on time and within budget, will also be taken into account.

Winners of the FST awards will be announced at the ninth annual awards dinner being held at the Royal Lancaster Hotel in Bayswater, London on March 26th.

About eircom

eircom is the leading provider of fixed-line telecommunications services in Ireland and has over 1.2 million customers. The company has the most extensive fixed-line telecommunications network in Ireland in terms of both capacity and geographic reach. eircom provides a comprehensive range of advanced voice, data and internet services to the residential, business and enterprise markets.

The company which was formerly listed on the Dublin and London stock exchanges, was purchased by Australian firm Babcock & Brown Capital Ltd (ASX:BCM) together with the eircom Employee Share Ownership Trust (ESOT) in August 2006.

With almost 7,000 employees eircom is one of Ireland's largest employers.

eircom's mobile division, Meteor, was acquired on November 23, 2005 and is Ireland's third largest mobile phone operator. Meteor has over 1 million subscribers.

About SpeechStorm

SpeechStorm specialises in self-service solutions that manage customer interactions over the phone.

The SpeechStorm portfolio provides a combination of best-fit solutions that give customers the service they want; whether touchtone, SMS, Video or Voice. SpeechStorm transforms the simple phone into a rich interactive tool for accessing content, finding information and interacting with an organisation to fulfil customer requests and optimise customer care goals.

Organisations including Dixons Stores Group International (DSGI), SITA Suez, eircom, Northern Ireland Electricity and Comet rely on SpeechStorm solutions to underpin their business performance and improve the overall customer experience.

Backed by a professional services capability of more than 250 consultants, SpeechStorm is part of Kainos, a leading IT consulting and Systems Integrator. For over 20 years Kainos has been deploying critical customer interaction solutions giving SpeechStorm distinctive edge over most phone self-service specialists. SpeechStorm has offices in the UK and Ireland.

For more information please visit the corporate website on www.speechstorm.com .

Tags: SpeechStorm; eircom; AIB; voice biometrics; speech recognition

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