

# VoiceSage to Unveil Dynamic Real-Time 'Big Data' Analysis Capability at Call Centre & Customer Management Expo 2012

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-Enhanced VoiceSage Intelligence Engine™ enables unprecedented real-time insight into the 'Best Time to Contact'-

Olympia, London – October 2nd , 2012 - VoiceSage, the company that enables automated real-time customer conversations, will unveil exciting new functionality as part of its intelligent automated call management engine at Call Centre & Customer Management Expo 2012 on October 2-3 at the National Hall Olympia in London.

VoiceSage provides a powerful, online suite of interactive voice messaging (IVM) and SMS messaging products that enable organisations to automatically reach out to customers via a simple phone call or text message. The solutions are used extensively by well-known retailers and utility companies to efficiently communicate with customers about appointments, deliveries and missed or late payments, via automated human voice messages or mobile text message. The technology's use is so widespread that some 44 million individual phones in the UK have received a VoiceSage message at some time.

At Call Centre & Customer Management Expo, VoiceSage will announce the addition of new dynamic, real-time 'big data' analysis capabilities to its flagship VoiceSage Intelligence Engine™. This underpins all of the company's cloud-based customer contact solutions.

The first specific offering as part of the enhancements is a 'Best Time to Contact' real-time call-scheduling facility for intelligently managing call scheduling, designed to boost right-party contact (RPC) rates and minimise contact attempts while maximising desired outcomes.

VoiceSage Best Time to Contact (BTTC) is a high-performance scheduling engine that uses historical and real-time performance data to determine the best time to deploy messages. This can vary according to the target audience, the nature of the contact and even the weather. VoiceSage's powerful, dynamic optimisation technology schedules an interactive voice message when the recipient is most likely to answer, respond and take the appropriate action.

VoiceSage is already well known for its advanced analysis reporting capabilities, which turn huge volumes of call data into decision-supporting intelligence. This allows organisations to fine-tune outbound call campaigns based on statistics about previous performance, enabling them to boost call completion rates and reduce inbound call volumes.

By analysing reams of customer call data, the VoiceSage intelligence engine will now be able to pinpoint the 'best time to call' even more accurately based on performance as it unfolds.

Benefits include:

- Increased first-time right-party contact success rates;
- Reduce random calling where this is known to produce limited results;
- Ease of implementation; and

- Rapid return on investment.

The launch of VoiceSage Best Time to Contact will be followed in due course by the introduction of an extended suite of solutions designed to further improve the success of customer contact.

Commenting on the announcement, Graham Brierton, CTO at VoiceSage, said, "One of the qualities our clients like best about VoiceSage is that we are continuously honing our solutions in response to the feedback they give us. Being cloud-based, our technology is extremely flexible so we are always looking at ways we can build on the rich functionality we already have to deliver even better results for our customers. The ability to distil actionable insights from huge volumes of live data while a campaign is in progress is immensely powerful and will enable companies to top the impressive results they are already experiencing from using VoiceSage solutions."

To learn more visit VoiceSage on stand number C34 at the Call Centre & Customer Management Expo 2012 or find out more at [www.voicesage.com](http://www.voicesage.com) and on Twitter @VoiceSage.

#### About VoiceSage

Founded in 2003 and headquartered in Dublin and London, VoiceSage and its founders have deep heritage and experience in delivering transformational customer communications solutions that streamline and add value to high-volume outbound contact activities.

Household brands including Argos, Dun & Bradstreet, Thames Water, Axa Insurance and Freemans Grattan Holdings rely on VoiceSage to reduce inbound call volumes, increase appointments and deliveries, reduce debt and enable real time customer conversations.

VoiceSage's cloud-based messaging product and services deliver more than 160M messages a day and are used by businesses serving more than 75% of the UK population. More than 44 million individual phones in the UK have received a VoiceSage message at some time.

Please visit [www.voicesage.com](http://www.voicesage.com) and follow us on Twitter @VoiceSage.

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