

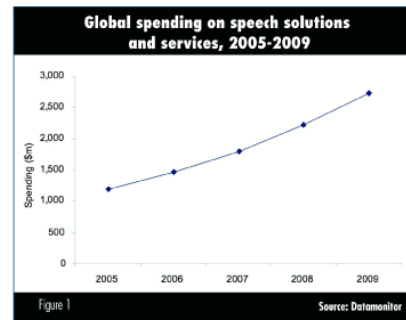
In the news

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Speech Technology Magazine's 2006 Most Innovative Solutions Awards



Last year Daniel Hong, voice business analyst at Datamonitor, predicted that the global voice business value chain* would grow to \$1.939 billion by 2009 at a CAGR of 22 percent. This year he is forecasting that the entire market for global speech solutions will grow from 1.2 billion for 2005 to 2.7 billion for 2009. *Speech Technology Magazine* presents the fourth annual Most Innovative Solutions awards in recognition of the enterprises and service providers who are deploying innovative speech applications driving the growth of the speech industry.



To choose the 2006 Most Innovative Solutions, readers of *Speech Technology Magazine* and STM NewsBlast nominated companies who deployed speech recognition technologies to interface with their customers. A panel comprised of STM's Editorial Advisory Board selected the top 10 deployments who demonstrated creativity and innovation in their implementation of speech. The following are listed in alphabetical order and will be recognized at SpeechTEK 2006 in New York City on August 7-10. Many of these companies will be presenting during the conference. (...)

Vodafone Spain



Vodafone Spain forms part of the Vodafone Group, a mobile telecommunications services provider with a presence in 27 countries, and agreements with a further 32 throughout the five continents. The Vodafone Spain ASR IVR was developed and designed by Ydilo Advance Voice Solutions using their PeopleBase platform, which uses Nuance's speech recognition engine.

Vodafone Spain deployed 1,800 ports in two different sites (Madrid and Barcelona). Currently the IVR serves more than 250,000 daily calls, though it has peaked 330,000 during the Christmas campaign, managing 62 percent of those calls completely in the IVR. The solution served 51 million calls in 2005 and 21 million calls in Q1 2006. Vodafone Spain has approximately 11,500,000 clients using the IVR (88 percent of Vodafone's clients). Vodafone Spain also has an average of 13,000 surveys performed daily by the IVR. The system has also enabled more than 750,000 prepaid customers to join the company's Loyalty Points Program, more than 280,000 gift redemptions since 2004, and more than 1,100 pricing plan changes performed daily.

**The figure reflects global spending on speech platforms, enabling software, applications and services from 2004 to 2009. It does not reflect spending on hosted speech revenues outside of applications and consulting/systems integration services.*

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