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## Outstanding From AAA To Z-Tel: Nuance Announces 2004 Nuance Voice Industry Award Winners

### Leading Companies Honored for Achieving Real Business Benefits, Fostering Innovation with Speech

ORLANDO, Fla.--(BUSINESS WIRE)--May 18, 2004-- During a special opening keynote address today at the seventh annual V-World speech industry conference in Orlando, Nuance (NASDAQ: NUAN), the voice automation expert, announced the winners of the second annual Voice Industry Awards. The Voice Industry Awards recognize companies achieving speech-powered business and innovation excellence, including increased ROI and boosted customer service levels. This year's Voice Industry Awards, expanded from two to four categories, honor organizations in the following areas: "Business Value of Speech," "Enterprise-wide Speech Strategy," "Outstanding Innovation in Speech," and "Best International Speech Deployment."

Business Value Award: AAA Minnesota/Iowa

AAA Minnesota/Iowa's speech-driven Member Self-Service application, deployed in September 2003, provides self-service customer access to numerous member services. The application allows callers to check their account balance, renew membership, order maps, receive an ETA on roadside assistance calls and more. So far, the automated Member Services system has helped reduce the number of agent-answered calls, freeing agents to more quickly answer other more complex and high-priority requests, and delivering significant cost savings. AAA Minnesota/Iowa is a member of The Auto Club Group, the largest AAA affiliate in the Midwest. The club serves more than 700,000 members, and as a part of the AAA federation, North America's largest leisure and travel organization, AAA Minnesota/Iowa offers automotive, travel, financial and insurance services.

Enterprise-wide Speech Strategy Award: TELUS

TELUS is the largest telecommunications company in Western Canada and the second largest in Canada. To external customers, their speech automation solution not only acts as a call steering solution, but also allows for a customer to complete certain self-serve functions such as conducting bill payment and attaining account information. For the internal TELUS team, the speech automation application has allowed TELUS field staff to obtain information on jobs and customers in a more timely fashion, as well as enabled field staff to update the appropriate TELUS systems automatically after a job is completed.

International Award: Vodafone Spain

Vodafone Spain, a division of one of the world's largest mobile telecommunications network companies, rewards customers for past purchases with its point-based Loyalty Program. Customers can redeem points for handset items, program packages and discounts. Vodafone Spain injected speech into the mix, allowing customers to check on their total points, browse the program rewards catalog and even complete a purchase. Since going live with speech, the system has handled 20,000 customer calls daily, and average customer hold time has dropped from 30 seconds to

zero. Nuance partnered with Ydilo on the implementation of this application.

Innovation Award: Z-Tel

Z-Tel's Personal Voice Assistant (PVA), a communication service for residential and business customers, is a full-featured unified communications suite that includes inbound and outbound messaging, voice-activated address book, conferencing, privacy and call management, and communities. Users can send voice emails or voice dial contacts stored in their address book with intuitive, natural language commands like "Call Nancy on her cell phone." PVA also includes a host of useful utilities including contact synchronization and a powerful automatic contact update capability. It also reminds users of upcoming birthdays. PVA is part of Z-Tel's "enhanced services" program, offering a natural language, intuitive interface to a feature rich application that focuses on people, not devices. PVA has won numerous awards, including "Best of Innovation" at CES and "Best New Technology" at RetailVision. Z-Tel went live with PVA in January 2003, and processes over 5 million transactions and provides services to over 250,000 people every month.

Voice Industry Awards Finalists from Around the World

T-Mobile InfoTalk portal provides mobile access to up-to-date, useful premium audio and data information - from wherever the caller may be. The portal was delivered by Nuance partner VoiceObjects, using its Voice Application Management System with Nuance's speech recognition to set up more than 25 self-service infotainment options for customers, such as news, weather, horoscope, traffic info and sports. InfoTalk went live March 1, 2004.

T-Mobile ServiceManager was installed in Germany in late 2001. The application understands and processes natural language utterances and as a result, the company has enjoyed a dramatic increase in its service center efficiency and its customer satisfaction index. The company is currently developing a new application, SpeechPortalCustomer Care, which aligns all Service Access Numbers and provisions resources for all customer segments. This application will launch later this year.

The UAE Bilingual University Voice Portal is an information service that connects students, parents and instructors with university registration, grading and directory data. Since transitioning from a touchtone information system to speech, the university has trimmed costs by 40%. The system was developed by Emerging Technologies, the first United Arab Emirates application developer to create bilingual (Arabic and English) speech recognition solutions.

TEKVision Technologies Inc., a Toronto-based IT company specializing in call center automation, is being recognized for its Multi-channel Survey product. The solution allows users to quickly, easily and cost-effectively create a response-type application such as survey/questionnaire or voting form with phone, Internet, and wireless access. The system generates on-the-fly applications in VoiceXML, the widely recognized speech industry programming standard, as well as HTML and WML in an ASP-hosted or stand-alone environment.

Bell Canada is putting Nuance's Say Anything natural language application to work, expanding its much-lauded 310-BELL customer care line to include all lines of business - with the overall goal: One Customer Experience. Bell is working to transition to "one company, one number" access, allowing customers and employees a simplified "entry door" - to speak their requests to "Emily/Emilie" and be directed to the many self serve applications providing information about products, bill management and repair, or directly to a customer service representative as required. At Bell, using speech is part of their strategy to make it simple.

SBC's speech-driven HR Speak replaced a complex touchtone system,

making the company's employee self-service goal a reality. Employees simply speak the Human Resources transaction they'd like to perform - "check vacation time"-- and are connected with specific information. The speech system, delivered with partner Edify, has cut SBC's call center staff workload, reduced the "opt out to agents" rate, significantly improved usability and trimmed call duration by nearly 40%.

O2, a leading wireless provider in Germany, is using voice recognition to enable customers to add new telecommunications services with the help of natural language speech and text-to-speech capabilities. Telenet GmbH Kommunikationssysteme, a top supplier of IVR/VRU systems, developed the application.

Liberty Wireless, a rapidly growing Mobile Virtual Network Operator (MVNO) providing pay-as-you-go and post-paid wireless services, employs speech for a self-service system for customers needing to access account balances, pay bills, refill minutes, locate stores, access rate plan information, and restart their wireless service. Liberty Wireless' voice self-service applications were built by BeVocal and went live in December 2003.

#### About V-World

Hosted by Nuance and sponsored by Aculab, Aaptera, BeVocal, Brooktrout Technology, Cisco, Edify, Empirix, HTI Voice Solutions, Intel, Intervoice, Lucent Technologies, NMS Communications, Nortel Networks, Sun Microsystems, Syntellect, TekVision Communications and Versay Solutions, V-World is the pre-eminent event dedicated to voice automation. The annual V-World conference is designed for anyone interested in voice-enabling enterprise, telecommunications, and Internet applications. It offers targeted sessions for business executives and managers, expert and novice speech application developers, and integrators of speech solutions. Each session features customer presentations, panel discussions and informative case studies related to the development and deployment of speech recognition and voice authentication applications. Executives, managers, developers, marketers and salespeople representing call centers, service providers, e-businesses, interactive voice response (IVR) platform providers, OEMs, VARs, and system integrators are all encouraged to attend. Further information can be found at <http://www.nuance.com/v-world>.

#### About Nuance

In markets around the world, leading enterprises and telecommunications carriers - including Avon, British Airways, Expedia, Nomura Securities, OnStar, Sprint PCS, United Parcel Service, Vodafone and Wells Fargo - have worked with Nuance to ensure the best possible results from their investment in voice. Nuance is the global leader in voice automation, providing software and solutions to more than 1,000 companies worldwide. Nuance (NASDAQ:NUAN) is headquartered in Menlo Park, Calif. and has offices around the world. For more information, visit [www.nuance.com](http://www.nuance.com) or call 1-888-NUANCE-8.

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