

# Press Release

## **New record milestones achieved with solutions based on the Ydilo Automated Survey System**

***Over 4 million voice surveys are now being serviced annually with Ydilo solutions that integrate natural language voice recognition for voice-based questionnaires.***

Madrid, 20th August 2008.

Increasingly organizations are reaping the benefits of automated voice-based surveys that Ydilo offers with success. The unique features of Ydilo Automated Survey System (YASS) make Ydilo survey solutions highly popular among these organizations who are concerned about the bottom line of keeping customers happy for a healthy business. The beauty of YASS is that it allows organizations to create questionnaires the way they want, conduct them whenever they want, but offloading the effort of survey maintenance, updating and management to Ydilo—all at a lower cost.

Automated voice-based questionnaires also encourage greater natural language responses over the phone which is superior to other survey gathering channels. Unsurprisingly, questionnaires that are well-designed for this media will do better still: devising these with Ydilo according to the consumer profile, responses, and whether the user has already done a similar questionnaire previously will generate better quality feedback. The growing figures from automated surveys conducted for large telecom organizations and banks amply attest that Ydilo is more than suitably equipped to offer user-friendly voice-based questionnaires for all kinds of sectors and audiences thanks to their extensive experience and expertise.

By leveraging advanced technologies such as natural language voice recognition, multi-language interface, and call management, Ydilo enables companies to design and configure surveys adapted to their products and services as well as to their customer base irrespective of sector, industry or the type of target audience. Companies can schedule and specify when these surveys should be conducted during inbound and automatic outbound calls. They can also define how the contents and the structure of their surveys should be personalized for different target user groups as desired. At all times, these data and settings can be updated with utmost ease, and with little investment in both internal infrastructures and resources thanks to the specialized hosting services provided by Ydilo that companies can leverage for their business objectives optimally..

With YASS, thanks to the in-built powerful business intelligence tools that monitor end-user behaviour and preferences, companies can configure, segment and personalize their customers the way they like for almost real-time information retrieval and analytics on end-user behaviour patterns, preferences and opinions. This flexibility opens up the possibilities for more effective assessments and more tailored promotional campaigns, in particular as YASS solutions can feedback updated information into corporate back-end systems, that can be wholly integrated, to provide a rich end-to-end experience and accurate results.

End users are the first ones to appreciate the incalculable power of an agile and simple way of voicing their opinions and experiences in their own natural language in a well-designed and non-intrusive interface. They also garner the benefits of personalized contents and structure of questionnaires according to their profiles that describe their preferences, interests, as well as the products and services they currently use. With that kind of dynamic proactivity, end-user satisfaction is bound to increase together with loyalty.

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Both companies and their end-users stand to benefit hugely from a solution based on YASS. Organizations are valuing this unprecedented potential that automated voice-based surveys have for evaluating consumer satisfaction as well as gathering first-hand consumer intelligence to serve as feedback for improving their offering and market positioning. Particularly as the pricing model is based on survey complexity, contextualization, and usage, this gives organizations tremendous flexibility for assessments of different types.

In the words of Jerónimo Javier Gómez Sarralde, the Director for Contact Center Solutions at Ydilo, “Our customers find the Ydilo solutions for automated surveys highly attractive and we find that we are doing more and more surveys for them. We are honoured by the confidence they have deposited with us, and naturally we have every intention of supporting them in the best way we can.” He then continued to point out that the success is thanks to “What gives us our competitive edge is the way we leverage natural language dialogue, personalized contents and structure, contextualized responses, scheduling, and empowering analytics that keep both organizations and their consumers happy with automated questionnaires.” YASS offers an all-round method for organizations to best assess user needs and satisfaction by gathering the relevant information in an automated and yet personalized manner to support strategic business decision-making processes, by both utilizing existing internal resources optimally and capitalizing on the expertise Ydilo offers for managing and maintaining these surveys.

### **About Ydilo AVS**

Ydilo AVS is the leading company in solutions for Contact Centres and Managed Services using advanced voice recognition technologies to automate customer care, value-added services and integrating business processes in large organizations.

Since its inception in 1999, Ydilo has been offering advanced voice-based solutions for the main telecom operators and large companies in Europe. These solutions have been internationally recognized on numerous occasions for their high level of quality and usability. Currently, Ydilo operates more than 3,000 ports with natural language recognition attending over 120 million calls annually.

Ydilo has a turnover of more than 10 million euros annually and the company has (over 125 employees in) offices located at Madrid and Las Palmas de Gran Canaria in Spain, and London in UK.

### **Contact**

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