



Say "hello" to a new web revolution! Providing Telephone Access to Web Content

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Saltaire based company utilises latest technology to put sophisticated telephone-based speech recognition systems within the reach of many more organisations.

Saltaire based ICR Speech Solutions and Services (ICR), a long established supplier of automated, speech-based self-service solutions into major companies such as Vodafone, Yorkshire Building Society, and United Utilities has announced that it is now able to offer VoiceXML based solutions. This exciting development makes automated speech-based services available to a much wider range of organisations.

Key Account Manager Darren Mills says: "Many companies have seen the benefit of web sites which provide company information to customers, and enable automated sales transactions to take place.

However, despite the growth of these web-based services, they still only account for a small proportion of total business transactions globally – more traditional means, such as the telephone are still crucial for the vast majority of companies."

VoiceXML systems can leverage existing application server infrastructure (i.e., running VoiceXML applications off the same servers that Web services run on) allowing for reuse of investments in a flexible distributed architecture to deliver automated services.

The VoiceXML open standard, which uses "tags" to define a call flow, (i.e. the dialog that occurs between a person and a computer via the telephone), was established in March 2000 by AT&T, Lucent Technologies, Motorola and IBM. VoiceXML 1.0 was subsequently evolved by the W3C to the current standard, VoiceXML 2.0.

This standard provides a really cost-effective way to get more value out of investment in web services, by opening up a voice channel via the telephone. Applications can also make use of the latest technologies, such as speech recognition, text-to-speech and biometric speaker-verification, as well as the familiar touch-tone input method.

In addition these platforms can be used within a traditional call centre to provide cost effective IVR services, synchronised with web services, and able to take advantage of the latest customer interaction technologies.

ICR offers a full range of services to companies wishing to exploit this technology, including provision of entry or enterprise level platforms, application development and integration, to advice and consultancy. The company can also provide hosting services to allow companies to explore the use of this technology, without major capital investment.

ICR is the UK's leading independent specialist for the delivery of services and technical solutions incorporating voice technologies. Should you require any further information on the topics in this document or ICR's services and solutions please do not hesitate to [contact us](#).