



Hosted Speech Recognition, IVR & SMS Services

a series of case studies that demonstrate ICR's unique approach to problem solving and enhancing the operations of the country's leading customer-focused businesses.



EQUINITI

About Equiniti

Equiniti – formerly Lloyds TSB Registrars – are market leaders in providing fully integrated registrar services, including share registration, retail investor services and administering employee benefit plans such as Sharesave schemes. Equiniti currently looks after over 24 million shareholder and employee records, and acts as registrar for over 700 companies, including over 55% of the FTSE 100.

Innovative processes

Innovation is a key characteristic of Equiniti's business, and the company has always been at the forefront when it comes to providing customers with a choice of channels through which to transact their business. Consequently integrating IVR and speech recognition-based self service with web and contact centre-based processes is a real speciality.

Other characteristics of Equiniti's business, are that it is competitive, and fast moving. Hence when it came to selecting a partner to deliver IVR and Speech applications Equiniti not only needed a supplier that could provide excellent technology and high quality solutions, but also provide a flexible and responsive service.

Working with ICR.

Glyn Thomas
(Senior Manager, Telephony & Web, Implementation & Self Service) said:

“Almost all our customers have unique requirements – so each self -service

application needs to be customized, and there are invariably unique data issues which need to be resolved. The first project we asked ICR to deliver had all these characteristics as well as a very short turn around time. ICR hit all our deadlines then, and have continued to do so since. We are very pleased indeed with the service they provide. Especially noticeable is their open and honest approach to communication, and the strong relationships which have developed between Equiniti staff and ICR's account and delivery team. When we have a challenging project – these are the factors which ensure projects are brought in on time.

ICR's Service to Equiniti

ICR provides hosted voice-based self-service solutions for Equiniti which combine speech recognition, touch tone IVR and SMS messaging. Since the Autumn of 2007 ICR has delivered many campaigns, for Equiniti's blue chip Customers including the likes of ASDA, Tesco, Marks and Spencers, and Banco Santander.

Glyn Thomas adds : “Not only are ICR very effectively delivering “Business as Usual” services for us, but they are collaborating closely with us to develop a number of innovative new services for our customers, which we are aiming to offer in the near future.”

“ICR hit all our deadlines ...and have continued to do so.”



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