



news

Newsletter of the INTERNATIONAL ASSOCIATION FOR ENHANCED VOICE SERVICES

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INTRODUCTION *by Klaus Dieter Liedtke*



Call me conventional if you want to but I wish to start this January newsletter presenting you my sincere wishes for this new year. Both on personal and professional fronts, I wish you success, happiness and prosperity.

Last year, our industry has seen significant activity in many different areas, from Broadband penetration to MVNO, increased outsourcing

initiatives, fixed and mobile convergence as well as some innovation on the service side.

Our aim is to bring you visibility on all active fronts. We will do so again this year by sharing members experiences, covering major industry events and delivering market intelligence. We will also use our various communication forums to point out emerging trends and services.

Klaus Dieter Liedtke
VMA Chairman

COMMUNICATION

Voice Biz: The Voice and Messaging Services Forum

As introduced last year, we have finalized the voice and messaging services forum that can now be accessed at www.vma.info.

This forum is another communication platform that will allow all actors within the industry to share experiences, debate around their ideas and challenge their views.

From industry updates, to infrastructure, technologies and services, topics are proposed and discussed in a very open and informal way. While posted articles are open to comments by any visitor, you can also submit your own posts through any VMA Director or directly via the Blogmaster at Blogmaster@ivma.ch.

Over the last years, our experience of facilitating open discussions within the industry has proved very efficient and well received. This additional tool will no doubt encourage further discussions for the benefits of all of us.

In addition to this newsletter, we will ourselves be using this forum to communicate with our members. Whether you want to let us know something of interest to the community, comment on any discussion or just remain aware of what's happening in the industry, www.vma.info is the place to visit.

We look forward to seeing you there and to your valuable contribution.

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SPEECH RECOGNITION - A LONG AWAITED REVENGE

Here we are again! The curiosity and need to come up with a new generation, killer application based on speech recognition is back again. To tell the truth, voice people within IT Departments had never given up.

This resuscitation could be called: "The Speech Recognition Voice Services Revenge".

During the last couple of years, no one would deny that the Web overshadowed the incredible latent power of voice services. Not to forget the passion of service providers for SMS and their associated revenue. But now, Speech Recognition is back again. The industry has gone through consolidation, vendors have made acquisitions and created synergies and both the engines and algorithms have seen major enhancements. Finally, the market is perceiving that voice services can significantly contribute to increasing revenue, customer satisfaction as well as bring new ideas for the 3G revolution.



Waking up from lethargy, something is moving, is growing. The question is: are we going this time to find the application that is both reliable, and attractive enough to be appealing to all parties? The answer is yes and the magic words are Infotainment and Needs to Communicate.

So, are we really ready? Provided the Marketing and CRM folks finally understood that with the speech recognition technology, the design and evolution of the service is on their side, the answer is yes. But they have to bear in mind that both content and grammar should come from them. Indeed, the design of a service and resulting user friendliness is a matter of marketing, not engineering.

Finally, if I can provide my two pence bit of advice, I'd suggest to pay attention as mentality have changed. The name of the game is not to replace DTMF technology with speech recognition but to design a new logic that involves the customer. We also should remember that educating the users is our responsibility. Failing on either of those fronts will jeopardize our chances of success. Our developments should remain focused on well defined services that increase customer satisfaction rather than too broad a service where it is easy to get lost. The technology is mature. Let's use it properly and give freedom to our hands.

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EVENTS SCHEDULE

3 GSM Worldcongress
14th-17th February 2005
Cannes, France



<http://www.3gsmworldcongress.com>

TMIA Meeting
27th February - 5th March 2005
San Diego, California, USA



<http://www.tmia.org>

CeBIT Hannover
10^h - 16th March 2005
Hannover, Germany



<http://www.cebit.de>

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