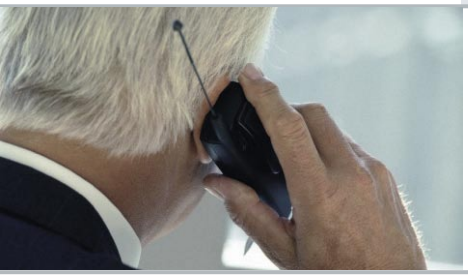
VoiceObjects
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VoiceObjects Customer Reference



# Premium Voice Services

## Overview

### Innovation - Voice User Interface Design

**Live Service Experience**

- Audio Branding
- Multi-Persona Design
- Emotional Prompting
- Jingles and Earcons

**Natural, Intuitive Dialogs**

- Flexible User Guidance (Beginner, Advanced, Expert)

### Innovation – New Functions

**Updates and Dynamism**

- Content updated daily
- Pop-ups (portal, news, soccer)

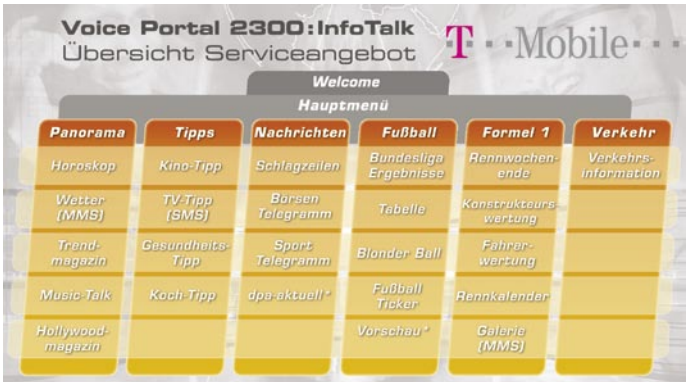
**Multi-Channel Support**

- Combination of voice-data (MMS, PSMS) and web pages (as needed)

**Binding and Guiding Customers**

- Using push services (subscribe)

## New T-Mobile Consumer Offers for Voice-Activated Infotainment Services




T-Mobile (T-Mobile Deutschland GmbH) began operation as an independent company in 1993. Today, the firm is one of the most successful mobile telephone service providers in Europe, running the largest GSM network on the continent. This wholly owned subsidiary of T-Mobile International AG & Co. KG employs approximately 8,000 workers on one of the most dynamic growth markets in Germany. T-Mobile booked revenues of 8.7 billion euros in 2004. With over 27.7 million customers, T-Mobile is the market leader in Germany.

## The Project

### InfoTalk, Now the Largest Voice Portal in Germany

InfoTalk
Kurzwahl 2300
T··Mobile···

Valuable information updated daily and presented in an entertaining fashion – T-Mobile has set a new standard for voice portals by offering InfoTalk. By dialing 2300, T-Mobile customers can use their mobile handsets to access a wide variety of voice-controlled premium services, all just a phone call away.

Rarely – perhaps never before – has a company applied technological advances and new concepts so thoroughly and uncompromisingly to provide innovative services as T-Mobile has done with the help of VoiceObjects. InfoTalk makes talking to virtual telephone agents a real pleasure. The new information and entertainment services are easy to control via the intuitive voice dialog system. The ease of use also contributes significantly to an enjoyable user experience. In designing the voice user interface (VUI), designers at VoiceObjects have left nothing to chance, keeping their design strictly oriented to the needs and communication habits of typical callers. This allows even technically inexperienced T-Mobile customers access to the firm's practical and entertaining services.



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„Our voice portal, InfoTalk, sets new standards in terms of quality and content for voice-supported infotainment services. VoiceObjects has managed to set up the portal in a very short amount of time while at the same time achieving a degree of user friendliness and service variety as yet unmatched in the rest of the industry. This allows us to offer our customers an easy-to-use and inspiring value-added service."

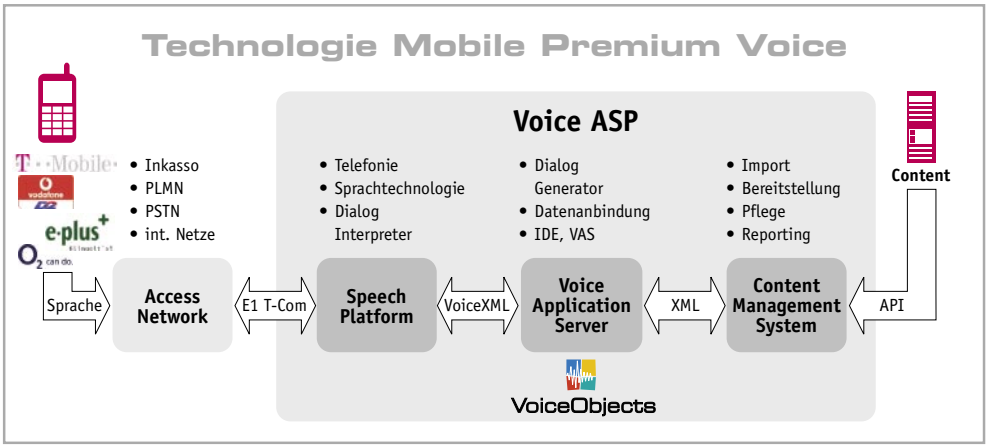
*Martin Knauer,*
*Vice President for Marketing,*
*T-Mobile Germany*

## Unique Functions

The functions built using VoiceObjects Factory make InfoTalk truly unique. The Personalization function automatically recognizes the caller and uses settings that match the user's experience with the system. Another completely new feature is Random Prompting: the voice application always responds with a new greeting or input option, thus making it feel more lively and new.

## Overview of the Operating Platform

As the general contractor, VoiceObjects provides the service platform as a complete solution. Key components include the voice platform, the voice application management system (VAMS), CMS, the billing system, and back-end connections. Our expert partners support both the component offerings and the production. The platform is based on a voice ASP concept. The voice dialogs created on the VoiceObjects desktop reside on the VoiceObjects server and are executed by a well-matched voice application service provider. The voice ASP solution covers all the services necessary for operating and maintaining the system.




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VoiceObjects is the worldwide leader in Voice Application Management Systems (VAMS). The VoiceObjects X5 product portfolio enables companies to easily create, test, deploy and analyze voice applications with the industry's best IDE on a carrier-grade, server-based platform.

The company has strategic partners worldwide, including Comverse, Danet, Genesys, IBM, NextiraOne, SAP, Softlab, T-Com, T-Systems, and VoiceGenie. For more information, please visit www.VoiceObjects.com.

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