

INDUSTRY:  
Telecommunications

## Swisscom Powers Customer Care Voice Portal with Voxeo VoiceObjects



**swisscom**

**Swisscom**, Switzerland's leading telecommunications provider, has selected **Voxeo's VoiceObjects technology** to power its new customer care voice portal.

### Highlights

- ✓ Multilingual self-service phone portal
- ✓ Increased personalization rate through individually tailored dialog flows
- ✓ Investment protection
- ✓ Flexible, dynamic menus
- ✓ Extended reporting functionalities

### Background

Swisscom, Switzerland's leading telecommunications provider, has selected Voxeo's VoiceObjects technology to power its new customer care voice portal.

The VoiceObjects solution plays an important role in developing, deploying and managing a broad range of speech-enabled applications, enabling Swisscom to offer unprecedented levels of personalization and significantly improve the caller experience.

Once fully deployed, Swisscom's voice portal will handle an estimated 12 million calls a year from its Internet, fixed-line, mobile and television service customers.

### Why Voxeo VoiceObjects?

The new voice portal has been deployed using Voxeo's VoiceObjects phone application server software and Nortel's Media Processing Server. VoiceObjects will integrate with Swisscom's existing Nortel infrastructure, protecting Swisscom's technology investments. Swisscom will also take advantage of VoiceObjects Analyzer, a complete service analysis environment, to monitor and analyze system usage and improve call flows, resulting in increased customer satisfaction.

*"We chose VoiceObjects as a partner to improve and personalize the caller experience and lower our service costs. Reusable dialogs, per-caller personalization and sophisticated reporting capabilities were key deciding factors. The new solution will enable us to deliver on our promise of establishing the best customer care voice portal in Switzerland."*

Christian Rosenberger  
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# Customer Profile: Swisscom



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Voxeo unlocks communications. We loathe the locks that make voice, SMS, instant messaging, Twitter, web chat, and mobile web unified communication and self-service applications difficult to create, manage, analyze, optimize and afford. Every day we work to unlock the neglected value of these communications solutions with open standards, disruptive innovation and a passion for problem solving-- fueled by a company-wide obsession with customer success. We do so for more than 100,000 developers, 45,000 companies, and half of the Fortune 100 from our headquarters in Orlando, Beijing, Cologne, and London. Visit us or join our conversations on the web at [www.voxeo.com](http://www.voxeo.com), [blogs.voxeo.com](http://blogs.voxeo.com), or [twitter.com/voxeo](http://twitter.com/voxeo).

Swisscom's new speech-enabled applications include service fulfillment, customer support, billing and password reset. Swisscom will offer customers personalized service through individually tailored dialog flows in the language of their choice — Swiss German, French, Italian and English. Callers will be pre-qualified and, when necessary, routed to the most appropriate live agent to meet their specific needs.

Swisscom expects a significant decrease in the number of misrouted calls and hang-ups, resulting in additional cost savings.

Swisscom also provides customer care voice portal capabilities in its new web-based, modular DTMF and speech-enabled Managed Contact Center Services offering. Swisscom's Managed Contact Center Service is a flexible, highly scalable, modular contact center solution that enables Swisscom's business customers to shorten time-to-market when implementing new customer care services.