

**INDUSTRY:**  
Telecommunication

## Vodafone Ireland Selects Voxeo VoiceObjects to Power Phone Self-Service System



**Vodafone Ireland**, the leading mobile communications operator in Ireland, uses **Voxeo's VoiceObjects technology** for an automated phone self-service system that mirrors the customers' Web self-service experience.

### Highlights

- ✓ Cross-selling and up-selling capabilities
- ✓ Increased customer experience through personalization
- ✓ Reduced phone self-service development and maintenance costs by up to 75%
- ✓ Extended reporting functionalities

### Background

Vodafone Ireland, Ireland's leading mobile communications operator, has selected Voxeo's VoiceObjects phone application server software suite to power its automated phone self-service system. The solution is strategic to a key customer care initiative at Vodafone Ireland: mirroring customers' Web self-service experience over the phone self-service channel.

Vodafone Ireland, the first of the Vodafone operating companies to deploy a VoiceXML-based IVR platform, migrated to the Nortel Media Processing Server and chose Hermes Softlab to assist with the deployment. Voxeo VoiceObjects was chosen based on the open-standards based architecture support for different IVR systems, proven successful deployments with other telco carriers, analytical capabilities and web services support for easy integration into back-end applications, which dramatically reduced development time and costs.

### Why Voxeo VoiceObjects?

Consumer residential, business customers and retail store agents can call into the system and perform a variety of tasks such as retrieve account information, check handset upgrade eligibility, add minutes to pre-paid calling plans, change pricing plans and retrieve roaming information.

The system routinely handles an average of 80,000 calls per month and during the month-long 2007 Rugby World Cup tournament, 240,000 calls were handled by the system.

Overall, Voxeo VoiceObjects has enabled Vodafone Ireland to reduce phone self-service development and maintenance costs by up to 75%. VoiceObjects' per-caller personalization capabilities enable Vodafone Ireland to make changes to its phone applications for one or more of the carrier's 20 distinct customer segments. A call center team leader

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can now make tactical application changes in real-time in a matter of minutes and business administrators can deactivate a service or add

new tariff or promotion bundles and test them for a particular customer segment. Previously, significant time, expense and technical professional services were required to modify the system's applications.

Vodafone Ireland also uses Voxeo's VoiceObjects Analyzer with their MicroStrategy business intelligence platform to capture and analyze caller data, giving Vodafone Ireland insight into customer and application behavior in the self-service system. This feature enables them to constantly improve and evolve applications resulting in a better caller experience and higher customer satisfaction.

Future plans at Vodafone Ireland include adding additional elements of personalization to existing and new applications and services, as well as evaluating new interfaces such as speech and additional phone self-care channels such as USSD-based text.

*"Prior to implementing Voxeo's VoiceObjects technology, we had very limited control over our IVR applications, little insight into customer usage patterns and application change requests were time consuming and extremely expensive. The VoiceObjects phone application server allows us to personalize our IVR system, giving our customers a better user experience and engaging them in cross-sell and upsell opportunities."*

Mervyn Neary  
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