



Press Release

With More than 60 Voice Recognition References, Prosodie Solidifies its Leadership in the French Market

Boulogne-Billancourt, October 1st, 2009: Prosodie, a provider of multichannel online services, has added a 60th reference to its list of clients brands using voice recognition. The Crédit Agricole Centre Loire has joined Banque Populaire, HSBC or Carrefour.

In 2003, voice recognition took off with the large-scale implementation by Prosodie of one of the first complex applications : Carrefour's 3235 voice portal.

This technology attracted the attention of companies from all fields of business, especially banks, which opted for the multiple advantages that this tool provides. Users have seen services become easier to use, and calls are routed with greater accuracy. The companies, meanwhile, have optimized their resources, as a result of automated services and more accurate call distribution.

Whether multilingual or alphanumeric, the applications introduced by Prosodie rely on proven methodology and on the concept of "operator assisted". Whenever the system does not understand the request, the operator takes action to direct the call to the right department in a matter of seconds, without making contact with the caller. This concept makes it possible to achieve high answer rate as soon as the service is available.

A survey of Prosodie's clients showed that 85% of callers prefer voice recognition to DTMF (Dual-Tone Multi-Frequency). Since 2007, with the use of voice services by callers and the work of system developers like Telisma at achieving a mature technology, two out of every three RFPs issued by major accounts now incorporate voice-recognition or natural-language recommendations.

"For Prosodie, the year 2008 marked a true turning point, with the arrival of the first natural-language applications, such as those for Crédit Agricole de Normandie and the insurance company Swisslife. These initial applications, developed with particular care towards user-friendliness, have completely convinced the users. Additionally, this year has seen a true boom in natural language. More and more requests to deploy applications are coming in," said Aurélie Giraudier, Voice Services Manager at Prosodie's Customer Contacts division.

In three years, phone traffic for voice-recognition or natural-language applications provided by Prosodie has increased fivefold. In 2009, this traffic will top 200 million calls per year.

About Prosodie

Prosodie, a service provider and expert in computing and telecom, designs and hosts multichannel online services for remotely accessing information and interactively sharing data. As a key account service provider, Prosodie works in the fields of multichannel customer relations, application info management, and critical and sensitive systems, IP telephony, prepayment, and services for telecom operators. The group, whose business is present in France, Spain, the United States, and Canada, achieved €179.9 million in sales in 2008, with an operating income of €15.6 million. As of 31 December 2008, it employed 958 people. In July 2008, Prosodie earned an expansion of AFAQ ISO 9001 certification for all of its activities at every one of its sites in France.

www.prosodie.com

About Telisma

Telisma is the leading provider of standards-based speech recognition software enabling large-scale interactive voice services for value-added services (voice portals, music Search...) & customer care (auto-attendant, self-service...). With a catalogue of 30 languages, it empowers people to use their own vernacular language to access these voice services wherever they are in the world.

Telisma is an OnMobile Company, Asia's largest VAS company for Mobile, Landline and Media Service Providers.

OnMobile is a fast growing company, listed on the Bombay Stock exchange. It has 1200 employees and serves Service providers across the globe such as T Mobile, Vodafone, Orange, Telefonica, Airtel, Telstra and more.

Telisma, OnMobile's Speech Product Unit is headquartered in Paris with offices located in Rennes, Lannion and Bangalore (India). For more information, log on to www.telisma.com & www.onmobile.com.

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