



Press Release

Prosodie partners with VirtuOz to launch its multichannel conversation agent offer

Boulogne-Billancourt, France, 15 September 2009: Prosodie, a multichannel online services operator for remotely access information for major accounts, has chosen VirtuOz, the leading provider of multilingual virtual agent software solutions, as a partner. Launching this offer strengthens Prosodie's multichannel positioning.

A step forward in the multichannel field

The conversational agent establishes a gateway between the worlds of web and voice. It enables true consistency in managing client contacts, regardless of the channel, and improves the efficiency of customer relations: making visitors' journeys more fluid, setting up voice and web FAQs, and offering more self-service features.

A recent study of customer relations managers at large European companies shows that more than 80% of people prefer credit simulations over the Internet, but that 90% of those same people interviewed would like to make the transaction by phone.

"Switching between channels has never been this much a reality. Although many companies have a presence on the web and in voice, they have not yet really brought together these different channels. This solution is the link between different types of media, and makes it possible to envision managing customer relations in a way other than one channel at a time" says Aurélia Giraudier, Manager of Speech and Multichannel offerings at Prosodie.

An innovative solution incorporated into the natural language offering

The VirtuOz virtual agent relies on an automatic natural language processing (NLP) engine, and a business rules engine, which enable it to conduct sophisticated dialogue strategies. This allows the virtual agent to have a conversation with the client via an interactive, friendly, comfortable interface, answer a client's request directly, or escalate the client to the channel best suited to this issue and situation if need be.

"Prosodie and VirtuOz share the same business-oriented vision. This partnership will make it possible to extend our respective capacities to meet a dual challenge by companies: offering appropriate contact means at every step of the path their customers take, while offering consistent, relevant, and customized responses no matter what channel of content they have chosen", declares Leila Boutaleb-Brousse, Marketing Manager at VirtuOz.

"Our linguistic and voice technologies are highly complementary, and we have noticed that our respective project approaches were the same, both when analyzing customer context and in the optimization phases needed to achieve a high level of performance."

We can therefore offer a single conversational agent for both web and voice, and in just a few months", added François Chaffard, Strategic Marketing Manager at Prosodie.

Beginning from the home page of a website or the first interaction with a voice server, the client is guided by a conversational agent able to deliver the expected information, or, if need be, to point him in the direction of the right department. In some situations during a Web session, it can put the client in contact with a consultant by using the web callback features. This commercial switch between channels is particularly useful when the conversational agent cannot answer the question asked, or if the request requires the intervention of a specialized agent.

About VirtuOz

VirtuOz's was founded by a team of engineers and linguists to address specific challenges in servicing customers over the web. Funded in 2002, VirtuOz was developed collaboratively with customers in real-world environments. The result: a next generation artificial intelligence and linguistic solution that enables enterprises to resolve their customers' issues in an automated fashion. Now with over 30 clients worldwide, such as eBay, SFR, and H&R Block, VirtuOz is one of the leading providers of virtual agents for the Fortune 2000.

About PROSODIE

As a service operator offering IT and telecoms expertise, Prosodie designs and hosts multi-channel online services for remote access to information and interactive data exchanges. With many major companies benefiting from Prosodie's services, the company works in the fields of multi-channel customer relations, facilities management for critical and sensitive systems and applications, IP telephony and prepayment systems and other services for telecoms operators. With offices in France, Spain, the United States and Canada, the group achieved turnover in 2008 of €179.9 million, with an operating profit of €15.6 million, and had 958 employees at 31 December 2008. In July 2008, PROSODIE obtained an extension of its AFAQ ISO 9001 certification to cover all of its activities throughout France.

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