



Press Release

The French bank Crédit Agricole Normandy and the insurance company Swiss Life Assurance Santé & Prévoyance have chosen Prosodie to switch to natural language

Boulogne-Billancourt, October 7 2008 – Prosodie, the operator of online services for the remote exchange of key accounts data, is giving the banking and insurance industry additional customer care support through Prosodie's natural language solution. Crédit Agricole Normandy and Swiss Life's Assurance Santé & Prévoyance branch have already chosen this technology for their telephone customer support.

Natural language: A mature technology with many advantages...

In the area of telephone customer support, natural language represents a mode of interaction in which callers are invited to express themselves freely and without restraint through spontaneous speech and not by pronouncing selected words from a pre-recorded list.

In that regard, natural language has proved to be a real revolution compared with standard voice recognition. In fact, since the number of recognized sentences is unlimited, the caller can have access to all of a company's information and services in one single call. At the same time, natural language technology is based on even more robust modeling; the transaction rate is thereby increased and leads to an improvement in customer satisfaction.

... that has already won over the banking and insurance industry

This industry, very concerned with the quality of customer service, is always on the lookout for new technologies that can improve it.

"In 2003, the banking sector had already entrusted us with their Operator Assisted Voice Recognition gateways. So it makes sense that they are choosing us for their first natural language projects. "Prosodie now has many references", says Anne Lacouberie, Marketing Manager of Prosodie's Customer Contact division.

Crédit Agricole Normandy has updated its telephone support with natural language

In 2007, Crédit Agricole Normandy answered over one million calls. Moving to natural language allowed them to improve the handling of these calls and improve the call pick-up rate. Using this new technology also optimizes the human resources organization.

"This system, which is more efficient and more complete, will enable potential savings of 10% to 12% compared with a standard voice recognition system. We're also going to be

able to automate more functions and route calls to specialized customer care representatives by type of question", notes Alain Gadek, Manager of Banking by Telephone at Crédit Agricole Normandy.

Swiss Life chose natural language as soon as its IVR system was launched

The insurance company estimates the number of calls to be processed by its voice portal for its Santé & Prévoyance branch at about two million per year. Customers have many reasons for calling: tracking health care reimbursement, advice and information, access to advisors... Today, Swiss Life has counted over thirty reasons for calling.

"When we set up our IVR system, we wanted to strengthen our rather upscale brand image. Then Prosodie talked to us about natural language. That allowed us to offer our callers a simple and intuitive way of navigating our system. We spare our policyholders in particular the stress of having to use specific vocabulary that they will not necessarily be familiar with", notes Eric Bertolotti, Customer Relations Manager at Swiss Life Prévoyance & Santé.

The first feedback about the natural language services has been very encouraging. In fact, the level of recognized phrases, thanks to this technology, is close to 95%. And the process is so transparent on the user side that some callers say thank you to the unit when it puts them through.

About PROSODIE

PROSODIE develops and operates telecommunications services and IT solutions that allow customers, clients, partners and/or employees of even the largest public and private organizations the ability to access and exchange information. In North America, PROSODIE Interactive, a regional operating unit of PROSODIE, is an industry leading Interactive Voice Response and VACD service provider working with leading multi-national organizations in USA and Canada. PROSODIE also provides professional eCommerce platform solutions for retailers who want to expand their business internationally and proposes a One stop eCommerce Shop for seamless internationalization. PROSODIE partners with clients throughout different industries such as Pharmaceutical, Financial, Retail, Direct Response Media and Advertising. The company has years of experience helping these organizations increase both the efficiency and customer experience of their Customer Relationship through Automated IVR DTMF and Speech applications, VACD and Web solutions.

With a presence in France, Spain, USA and Canada, PROSODIE had 2007 consolidated revenues of 172.2 M€ and a current operating income of 11.9 M€.

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