



**VMA  
34th Annual Meeting hosted by Swisscom  
Zurich, 14–16 October 2009**

**Opening & Keynote**

In his opening speech **VMA Chairman Klaus Dieter Liedtke, T-Mobile Deutschland** compared the main task of the Enhanced Voice Services Industry to a “Waterworks”. In this analogy the treatment of the call streams within the IVR and the correct routing to an agent is an art form. In order to develop such intelligent enhanced voice services “waterworks” new technologies and processes are required, which allow swift time-to-market and high runtime stability. The VMA Chairman underlined that the 34<sup>th</sup> VMA Conference is dedicated to exchanging insights and views on this theme in particular.

In his keynote **Bruno Messmer, Swisscom** delineated the future “Gestalt” of the internet and its architecture. Assuming a continuous economic growth line - similar to the history of the Swiss gross national product over the past 100 years - Messmer assumes that the WorldWideWeb has evolved from its original function (connect people to content – Web 1.0) via the Social Web (connects people – Web 2.0) to the Semantic Net (connects knowledge – Web 3.0) and, eventually, will become the Smart Web (connects everything – Web 4.0). The required technical flexibility should arise from new architectures such as the Cloud Computing, which will open up new markets for applications, platforms and services. Messmer mentioned: “Software as a Service” (SaaS), “Application Platforms as a Service” (AaaS) and “Infrastructure as a Service” (IaaS).

**Presentation of new Call Completion Strategies**

**Lutz Falkenhagen, DTAG** presented innovations about Voice Box call completion services. He indicated that customer acceptance of can be increased by simplifying the navigation and user guidance of the voice box system. In addition, the administration of the Voice Box features via the internet enhances the service considerably. Additional saving potentials are realised by the call volume reduction to the Service Centre.

The new communication streams and their value-ad opportunities emerging from the converged internet and mobile phones services was the focus of **Nils Granath, Swisscom**. He illustrated how the data-traffic has massively. increased in the growing market of Smartphones within recent years. The main driver of this is the filing of personal data filing direct on the internet; thus made universally accessible via Smartphones and notebooks. Personalised voice services –like **me2me** are early adaptors of that growing trend.

**Jan Nezbeda, Telefonica O2 Czech** explained the functions and economic potentials of the Call Completion Services *Who-called-me, Connect-me, Notify-me, Call me back* and *Meeting Assistant*. His main message was to drive such service innovations in order to open new revenue streams for operators facing shrinking margins and to start the communication to their customers.

According to **Joachim Stegmann, Deutsche Telekom Laboratories** the customer service of the future will distinguish itself by rising automation rate and new audio-visual capabilities of enhanced services. The most important challenge remains is the reduction of the personal customer contacts with the agent and intelligent queues that can enable enhanced service with e.g. audio-visual features, meant to be an extra value-add for the customer. **Paulo Simoes Portugal TMN added a presentation to this subject about the Visual Voice Mail service** deployed at TMN.

### **New Trends for CallCenter & Customer Care Management**

**Alexander Chruschwitz, muTel Angola** opened views into non-European Telco-scapes. The poor fixed networks infrastructure in Africa is an advantage for the mobile operators. The mobile coverage is already sufficient in urban areas. Prepaid customers are common. By means of new IVR-systems and an improved customer services, new market shares can be gained. Additional customer services topics - especially the advantages of hosted services - were explained by **Fethi Pena, Phone Control**.

**Luis Pena Moreno, Telefonica Spain** introduced the success of a new natural-language speech portal. The main target of this one-number portal is to indentify and route the customer concern to a skilled agent. With an automation rate of 91% and an increased customer delight index Telefonica is encouraged to improve the speech portal in future releases.

**Ben Kay, Orange UK** emphasized the growing importance of customer services in stagnant telephony markets. Based on a J. D. Power study he explained the restructuring of the customer service with Orange UK. The determining service success is to adapt to the customer's point of view, who is primarily concerned about one thing: The solution of the problem. Thus, the foundation Customer Services has to fulfil five key criteria: Availability, simplicity, solution competence, personalisation and support. Ben Kay is looking forward to working with T-Mobile UK Customer Services.

### **New Business Opportunities for Telcos**

**David Ryder of Y6Media** gave a vivid description of several successful mobile marketing campaigns. He showed how contemporary customer contact management can transport both, the promotion of brand consciousness and the benefit for the customer. With a special mix of incentives and customer interactions at events high response figures can be reached and further be employed for Cross- & Upselling purposes.

**Patricia Nigg, Castolin Eutectic**. reported about new product for the improvement of - internal company communication processes. The **Meetigate** solution enables the user to customize net-meetings with document exchange and audio visual conferencing around the globe. The tool manages the entire workflow from the invitation up to the introduction of the participants within the scheduled conference. There is no installation on local hardware necessary and the billing is usage depended.



## Innovation Contest

The award winner of this year's **VMA Innovation Contest** is the start-up company **Yap**, which won the favour of the participants with their powerful Speech To Text solution for American English. The competitors were **Bubble Motion**, **Crealog**, **me2me**, **Teleglobal/SnapCard** and **Telenet Germany**.

## Growth Opportunities for the Telco Markets

**Tim Ellis, First Partner** presented a recent market research. From his point of view the mobile market (*m-commerce*) is an important source of future business. This market grows with traditional *m-banking* and new forms of *m-payments* - called *m-wallet* - and the *m-remittance*. The main business of the market will be in *remote payments*; however, also *proximity payments* might play a bigger role: Early adaptors of an enhanced *m-commerce* are brands like Starbucks, but also Telcos in Africa such as SafariCom.

**Mark McIlvane, McIlvane Partners** delivered a comprehensive report of the latest trends in the North American Telco market. The massive impact of the iPhone produced a vast array of more than 75.000 *apps* already. His major concern is that bandwidth is not unlimited and that services will suffer from an insufficient supply of bandwidth; especially, when customers use mobile devices - with no harddrives within the device itself - store all data into "clouds", and the more frequent usage of mobile applications shifts from conventional PCs with all built-in hardware components.

In contrast to that, a study on mobile data services conducted by **Freeform Dynamics** indicates that only a small percentage of customers are prone to use it. **Josie Sephton** however pointed out that the more those mobile services are being used the demand for new services rise at the same time. Key is to understand the *pro-user* lifestyle context and to identify the frequent periods in which those mobile services fit.

A distinct outlook into the future trends of the telephony market was given by **Andrew Wilkins, CVL**. Especially, the future opportunities emerging from the demand for Smartphones will impact mobile network capabilities. Thus, new strategies for network planning have to be considered and evaluated.