Voice-enabled Mobile Applications
- **IVR Application Packages**
  - 55 inbound and outbound IVR packages

- **OEM Plug & Play Platform**
  - Web based application configuration and management

- **Metaphor Studio**
  - Web-based developer tool

**Enterprise**
- Metaphor Receptionist
- Address Change
- Password Reset
- Change Login
- Trouble Ticket Management
- Time and Attendance Service

**Health Care / Pharmaceutical**
- Prescription Refill
- Schedule & Confirm Appointment
- Inbound Clinical Trial Survey
- Laboratory Results
- Physician Surveys

**Retail**
- Mail Catalog
- Order Status
- Account Status
- Tech Support Entitlement
- Store Locator
- Phone Shopping
- Inventory & Pricing
- Customer Satisfaction Survey
- Notification

**Financial Services**
- Telephone Banking
- Mortgage Qualification
- Stock Portfolio Management
- Bill Collections
- Credit Card Payment
- Voice Authentication
Mobile Apps ?
Why Mobile Applications?

- Seduced by the iPhone and iTunes AppStore
- Dawn of a new age, reminiscing beginning of the Internet progress
- Finally a chance of acceptance as valuable UI component
- Value proposition: Cure for the fat-finger syndrome
What we knew……
- Sticking to assets we can leverage and use cases we understood

Large list search and navigation
- Voice search providing significant time and ease of use benefit

Select targeted tasks
- Mobile applications to be designed for well defined and easily understood tasks

Repeat usage
- Promise of addiction

Fit with the device
- Understanding what people are doing with their device and where
SayNFind

Directions

Example:

New York, New York

450 Madison Avenue

Hold down a button while speaking

Say the End City State
Say the End Street Address

Plug & Play IVR On Demand
Deploy in Minutes

11 Hill Top Rd, Wellesley, MA

Start

Same End City
Find Business

Recents
End

450 Madison Avenue, New York, NY

End

Find Business

Recents

Get Directions

415 Madison Avenue, New York, NY

4050 Madison Avenue, New York, NY

4015 Madison Avenue, New York, NY

4500 Madison Avenue, New York, NY

Hold down button while speaking

Say the End City State
Say the End Street Address

Plug & Play IVR On Demand
Deploy in Minutes
Novelty wears off fast
- After initial 20 – 30 downloads, the rate of downloads slows dramatically
- Each download has high usage initially, then tapers off

Small number of users are repeat users

People will tell you what they think

Getting more and more difficult to execute launches

Supplement marketing externally
How do you make money from these?

Successful business models

- Download fees
- Advertising
  - Try telling that to your board
- Lite – Heavy Upsell
  - Has potential
- Lead to Transactions
  - Promising
- Embedded / Private Label
  - Intriguing
Select & Build Philosophy

- Simple interfaces
- Don’t push voice search
- Leverage other UI components
- Task oriented applications

Business Model

- Embedded model has the best potential
- Natural lead to transactions

Future excitement

- Next iteration of iPhone and AppStore
- Launch of other application stores
- Enterprise interest