Reaching the Directory Assistance Inflection Point

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About VoltDelta Resources LLC

- Wholly Owned Subsidiary of Volt Information Sciences (NYSE: VOL)
- $2+ billion annual revenue
- Global Presence
- Broad Range of Value
  - Directory Information Technology
  - Switching & IVR
  - Automation & Speech Technology
  - Information Databases
  - International Listing Data
  - Information Technology (ITOS)
  - IT Infrastructure Support Services
  - Multiple Access and Delivery Options
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It starts with Data

- **Listing Construction**
- **Address Cleansing**
- **Listing Value Add**
- **Listing Validation**

**120M US white page listings**
- **100M Wireless Records**
- **100M Alternate Landline Records**
- Aggregated from >2,600 sources

**Construction**
- Append Information
  - ANI + Name/Address
- Extract
  - All SIC in San Diego
- Merge
  - Cell # with LL ANI

**Cleanse + Value Add**
- Format Acronyms
- Spelling
- Add Intelligence

**Accuracy**
- Updated Daily
  - 2M Records 7 days/wk
- Certified
  - External Audit
Match Audio Request to Information Desired

- Large Dynamic Grammars
- VoltDelta Search/Match Technology
  - Ranks and score
  - Create and instantiate relevant dynamic grammar
  - N-Best result for word or phrase

VoltDelta Speech Express<sup>SM</sup>

Handles over 2 billion DA calls per years with speech recognition

LSSiDATA® LSIP

Hosted

NDA

Local

Customer Access

Alternate Supplier Platform

Automation Vendors

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Deliver with Personalized Ads

Brand
- Carrier and/or Affinity

Personal Data
- Language
- Home Location
- Affinity Groups
- Demographics
- Credit Card

Service Selection
- Services of Interest
  - Coupons / Ads
  - Brand Preferences

Automation Qualities
- Call Flow Persona
- Level of Automation

Delivery
- SMS, Email, PDA etc.
- Call Completion, Directions

By Wholesaler/Provider
- Network Variables
- CRM
- Service Provider

By Environment
- Timing
- Current Location

By Individual Caller
- ANI/MIN
- Pre-Specified Preferences
- CRM Variables
- Historical Choices

By Affinity Group
- Ethnicity
- Language
- Religion
- Political Party
- Hobbies
- School...

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How Do You Measure DA Quality?

Find me the **right** information **fast** – and then **connect** me.
...And Then Something Changed Expectations...

Find me a number – for FREE.

Find me a number – for FREE.
DA Conclusions

• Internet search titans, electronic yellow pages, traditional DA providers, cable companies, newspaper companies, and entertainment/news content companies can benefit from Ad supported DA

• CHOICE = users will gravitate toward the services that offer the most relevant and accurate information in the fastest, most convenient way

• Tight integration of technologies and people interfaces will maximize caller satisfaction
Hosted Contact Center Solutions

Reaching the Directory Assistance Inflection Point

Thank you

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