When the ROI Works: Speech Applications for Ads and Direct Response

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Agenda

• Capturing consumers’ attention with direct response
• Speech is your secret weapon
• The business impact of speech applications
• A look at the ROI
• Demo: “Yes, I’d like to buy the camera bag”
• Wrap-up
Direct Response – The Phone is Still King

- Direct response captures consumers’ attention with:
  - Traditional media ads – tv, radio, print, mail, etc.
  - Mobile ads
  - Audio ads
  - Interactive outbound calls
- The preferred response mechanism? The phone!

Voice is ubiquitous, action-oriented, and more effective in closing the transaction
The Dynamic Nature of Handling Direct Response Calls

• High call volume
• Extreme spikes
• Short-lived campaigns
• 24x7 calls
• Multiple offers, frequent changes

A flexible, scalable, and cost-effective solution is imperative to handle these calls
Speech Applications are Your Secret Weapon

- Consistent quality
- Scalability
- Outbound calling
- Cost-effectiveness

*Speech automation maximizes satisfaction, efficiency, and results of direct response campaigns*
Why Didn’t We Use Speech Before?

• Touchtone was painful
• First generation speech was too basic
• Now, there’s high quality, effective speech technology

Automated Agents deliver the high-end speech capabilities needed for direct response
The Economics of Handling Direct Response Calls

- Outsourced live agent staffing, 24x7
- Scaling for short-duration spikes
- Training on multiple, frequently changing offers

Difficult to make direct response economically feasible with live agents
Interactive Outbound Calls for Direct Response

Why outbound calling?
• Can’t wait for them to come. Call them.
• Message delivery is not good enough. Need to interact.
• Need to offer convenience services
• Often need to reduce inbound calls
Demo – Interactive Outbound Call

Outbound call from Bonus Buy Electronics notifying prospect of a price change on Sony Cybershot digital camera:

- Place outbound call during specified time of day
- Achieve right-party-connect
- Verify caller identity
- Offer purchase or reserve for in-store pick-up
- Make purchase with credit card on file
- Up-sell San Disk SD Card, $19.99
- Give confirmation over phone and by email
The ROI Works: Outbound Example

<table>
<thead>
<tr>
<th>Assumptions</th>
<th></th>
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<tbody>
<tr>
<td>Outbound calls per year</td>
<td>260,000</td>
</tr>
<tr>
<td>Right Party Connect</td>
<td>30%</td>
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<tr>
<td>Length of call for right party connect</td>
<td>3 min.</td>
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<tr>
<td>Length of call for non-right party connect</td>
<td>1 min.</td>
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<tr>
<td>Calling window per day</td>
<td>4 hours, 4-8 pm</td>
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<td>Sales price of product</td>
<td>$158.99</td>
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<tr>
<td>Conversion rate for product sell</td>
<td>15%</td>
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<tr>
<td>Sales price of up-sell</td>
<td>$19.99</td>
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<tr>
<td>Conversion rate for up-sell</td>
<td>10%</td>
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The ROI Works: Revenue & Cost Model

Revenue per year: over $18 million

Cost savings with automated agents: $2.3 million per year

Based on:
- Outsourced live agent cost/min.: $.75
- Automated agent cost/min.: $.20

While the cost savings are extraordinary, the revenue potential is the real story

Source: Extrapolated from actual Voxify customer example
Conclusion

• Direct response can deliver a lucrative additional revenue stream
• Speech applications are mandatory to make direct response possible, practical, and profitable.

Speech applications are your secret weapon!
Thank You!

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