A Look at the Europe Voice Search Market

By Detlev Artelt,
Chief Executive Officer, aixvox GmbH
Who’s talking?

- Expert for voice portals & speech solutions
- Pioneer in voice & IVR since 1993
- Publisher of voice compass
- Independent consultant and CEO of aixvox GmbH from Aachen, Germany
- Leader of working group “Unified Communication” of the eco institution
- Writer for many magazines like acquisa, Call Center Profi, TeleTalk, Competence Site, Call Center International ….
- 41 years young, Hobbies: travel and diving
The voice compass

- Advisor knowledge in a book. The Content is equivalent to 4 - 5 day of consulting

- Produced from Detlev Artelt and 3 other international Experts (Bruce Balentine, Judith Markowitz, Bill Meisel)

- Background knowledge from telephony to VoIP to speech recognition, Dialog design and professional service in Voice.

- Addresses decision-maker in Marketing and Sales and all enterprises

- Real-life scenarios

- Neutral and independent overview
Europe Facts

- Europe has 680,000,000 people (301,000,000 USA)
  - More than 2 times the US Market

- Europe has 27 states and 23 official languages
  - Complex language situation

- More mobile phones than people (103% in 2007)
  - Great opportunity for new solutions

- Altogether – a huge market for voice search
What solutions are available?

There are plenty voice search solutions active in EU

- Typical information retrieval solutions for cinema, trains, football/soccer and many more.
- Free DA comes slowly
- Audio Mining
- Voice Search in CRM
- Media Center with voice search
- Other ....
Multimodal Train information

User case from City of Munich

- Information on travel by Bus, S-Bahn (suburban railway) and U-Bahn (underground train)

- Call a local number (089 / 41 42 43 44) and create your unique trip. Available in German and English

- Very “Old fashion” static dialogue

- Results per Voice, SMS or Fax (Multimodal?)
Voice Search in Media Center

Media Center Plug-in “Speaky” enables voice search

- Search for TV, Audio, MP3 and Pictures
- Hit Speech Button
- Say what you want
- At the Moment only in Italian language
- Made by Loquendo speech technology
Voice Search in Audio and TV

Audio Clipping from COM Vision

- A solution which records all relevant TV and Radio-Stations
- Journalists can retrieve what you hear on around 70 Radio Stations to search for a Name, Topic or other
- Different Approach to voice search
CRM and voice search

An Enterprise voice search solution

- Connecting to Customer Database
- Search for Client Name, Company, Office
- Comes back with the correct telephone number
- Connects traveling sales guys quick and without keystrokes through central CRM with always the right contact
- Saves cost by time and airtime
How does People accept voice at all?

- THE biggest problem is User acceptance
- German people accept new processes quite slow
- Similar like other European countries
- A new solution has only one chance to survive – make it work well the first time you show it
- Teach people the benefit before they first call
Conclusion

- There are basic voice search systems in use
- There is a huge market available
- Voice gets more and more accepted and mainstream
- Easier of use search in any way
- A clear value for the End-user
- Standards for using voice automated systems
- We see that simple and easy solutions get accepted fast
Discussion and questions

Questions about the European Market?
Contact

www.voice-compass.com

aixvox GmbH
Detlev Artelt
Monheimsallee 22
52062 Aachen
Germany

tel. +49 241 4133 – 0
fax. +49 241 4133 200
E-Mail. da@aixvox.com
www.aixvox.com