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The experience speaks for itself™

Nuance Voice Search Directory Assistance

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Voice Search Conference – March 10, 2008
Susan Wilson – Director of Business Development

The VISION in an evolving DA market

Envision a phone service where people search, talk, get messages, listen, and buy …. all personalized, all easily reached

Stock Quotes

Directory Assistance

Personal Contacts

Movies

Business Finder

Coupons

Travel Information

Nuance Voice Search Directory Assistance – Delivering on the vision through market leadership, technology, and experience

First worldwide deployments for automated DA – traditional and ad supported

Dedicated focus on DA as research topic and investment area

Highest automation rates

Multimodal extensibility

Deepest worldwide experience in DA

- First fully automated DA deployments worldwide
- 29 Deployments in 17 countries, servicing more than 5 million calls daily
- Bilingual and trilingual deployments
- Leader in implementing advertiser sponsored DA services
- Largest investment in DA technology and resources

Technology leadership in DA

- DA as a research topic since 1997
- Highest Performing DA solutions
- Largest number of patents across Speech and DA domain
- Extensible architecture for Multimodal DA and Enhanced Service applications
- Multi-language Support

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Nuance Voice Search Directory Assistance

Nuance DA is a complete speech application that provides callers with compelling caller experiences and the highest success rates for finding the directory assistance information they need

Nuance DA Advantages

Automating the most calls

Delivering the best caller experiences

Extensible services

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Nuance Voice Search Directory Assistance – Advantages

Unprecedented Performance

- Intelligent matching for the largest DA databases with the Call Router
- Unique capability to improve performance with unsupervised learning
- Effective data methodologies via the Data Update Processor

Delivering the best caller experiences

- Delivering the most compelling voice and multimodal user interfaces
- Supporting natural language and taking advantage of "extra" information from the caller
- Picking the next best question to advance the caller, dynamically based on the data

Providing callers the services they need

- Full Directory Assistance services, integrating to advertiser content
- Searching on business categories when callers don't know the name of a particular business
- Framework to deliver enhanced services fast, like driving directions Integrating telephone and multimodal interactions

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Unprecedented Performance

66% Automation Rate

Business category recognition 90%
Business name search > 70%

Continuous application of Unsupervised Learning, New Acoustic Models, and Standard Tuning will push performance higher
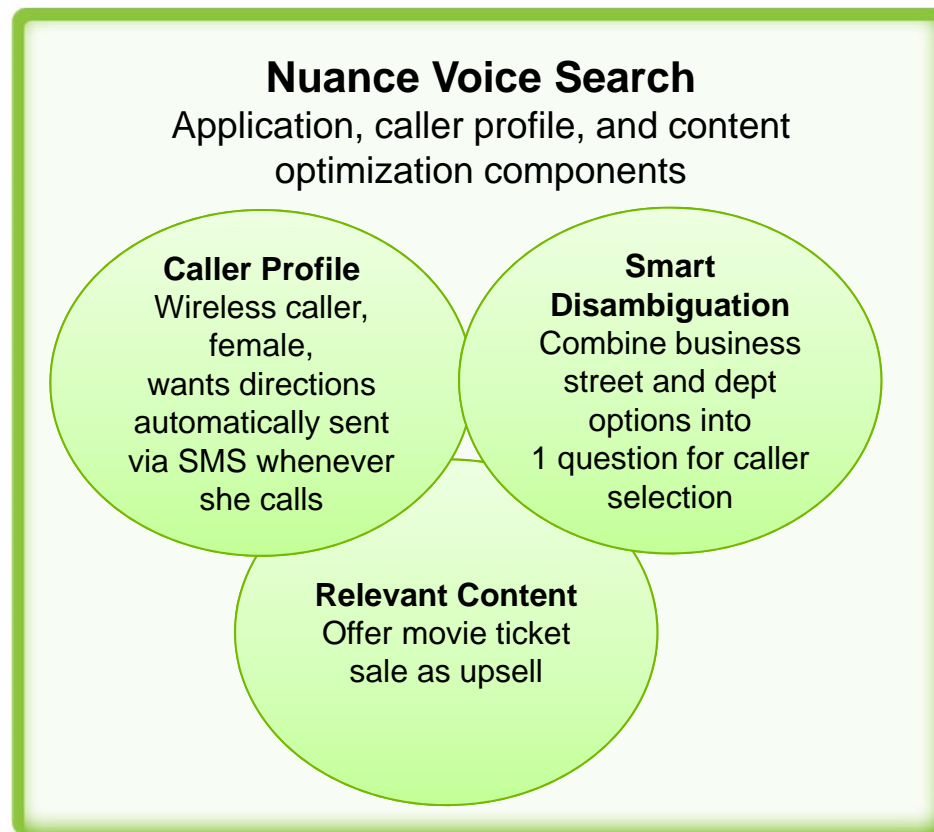
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*Results will vary per individual customer.

Creating Positive Experiences for Callers

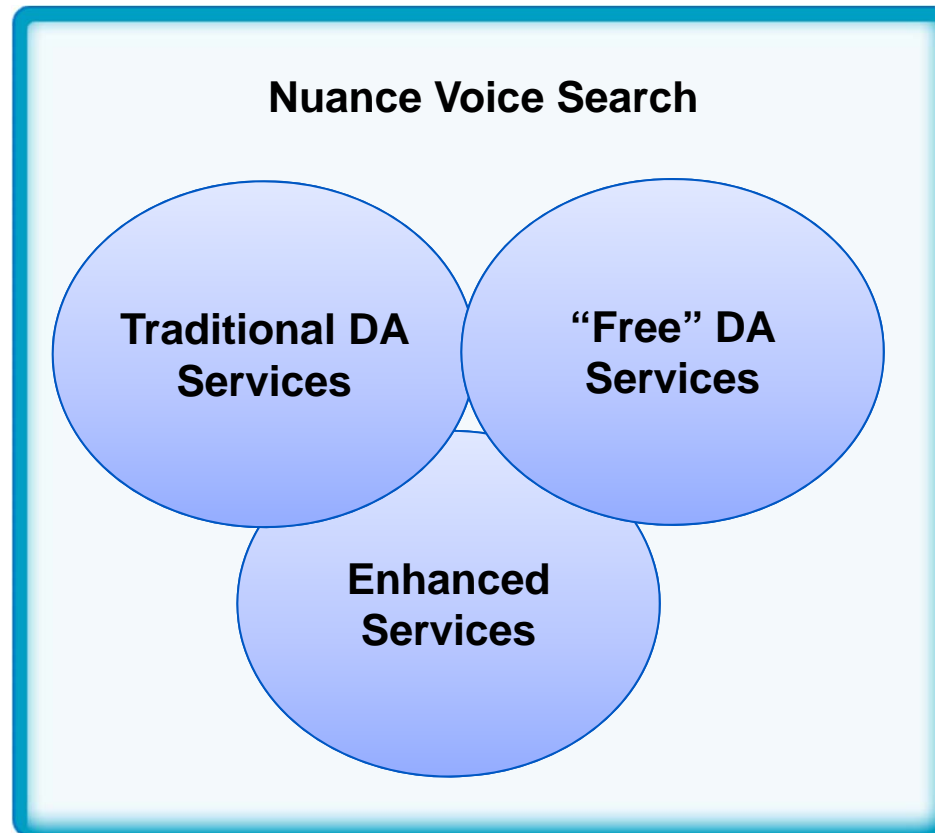## Delivering Results through Unique and Personalized Service

Nuance Voice Search
Application, caller profile, and content optimization components

Caller Profile
Wireless caller, female, wants directions automatically sent via SMS whenever she calls

Smart Disambiguation
Combine business street and dept options into 1 question for caller selection

Relevant Content
Offer movie ticket sale as upsell

✓ **Call flows adapted to caller profile**

✓ **Smart disambiguation**

✓ **Relevant content**
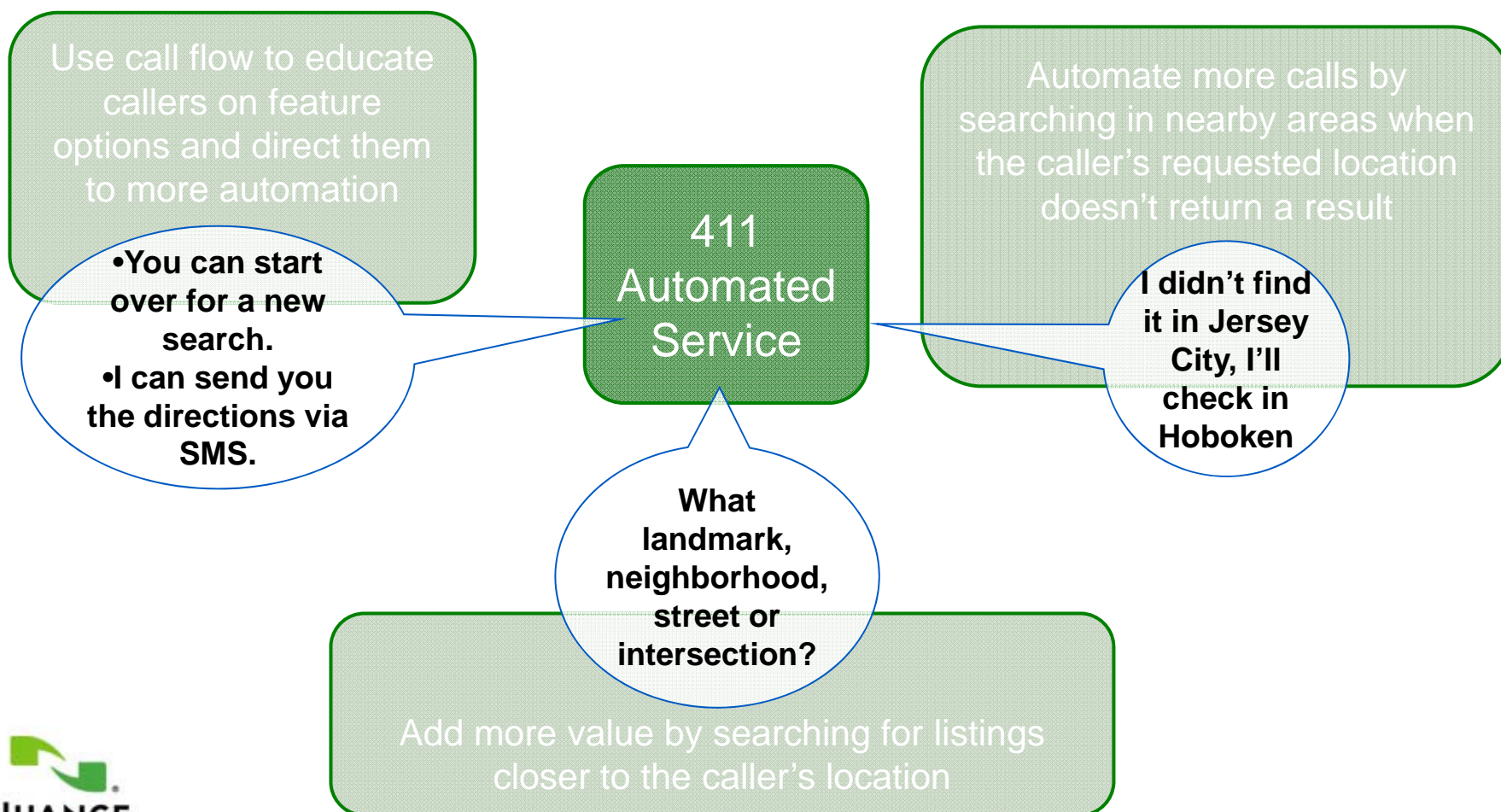
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Service Different Business Models

Extensible Platform provides ability to tightly integrate and service multiple business streams

Nuance Voice Search

Traditional DA Services

"Free" DA Services

Enhanced Services

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Delight Callers with Useful Features

Keep callers interested, ensuring repeat callers to 4-1-1 while increasing automation opportunity with NVS DA

Use call flow to educate callers on feature options and direct them to more automation

Automate more calls by searching in nearby areas when the caller's requested location doesn't return a result

411 Automated Service

- **You can start over for a new search.**
- **I can send you the directions via SMS.**

I didn't find it in Jersey City, I'll check in Hoboken

What landmark, neighborhood, street or intersection?

Add more value by searching for listings closer to the caller's location

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Directory Assistance Deployments

- 1-800-FREE 411

- 1-800-YELLOWPAGES

- 1-800-THE INFO

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Directory Assistance Search Demos

Shortcut to DirectoryAssistanceAdvertising.exe.lnk

Shortcut to DA_Advertising_EnhancedContentSearch.exe.lnk

Take the Lead with
Nuance Voice Search Directory Assistance

▶ Extensible platform with common core technology and a packaged framework for new applications

DA

Coupons, advertisements

Movies

Recurring Revenue

Driving directions

Multimodal Search

Thank You!