



PRESS RELEASE

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Indigo Holidays and Sky Holidays 'go live' with UK's first speech automated brochure lines

Indigo Holidays and Sky Holidays, two of the country's leading direct-sell travel companies, are using the UK's first speech automated Travel Brochure Lines. This solution is provided through Confero, the London-based supplier of outsourced call centre services.

Confero recognises that traditional call handling solutions for high volume, brochure lines are expensive. Customers often experience call queuing, engaged tones, limited opening hours and cumbersome IVR systems.

Using Confero's speech recognition solution, customers benefit from an 'always on' service whilst clients reduce their cost per customer contact by up to 70% over live agents or voice mail systems.

David Freedman, Managing Director of Confero, explains: "Everyone in the business knows how expensive it can be to recruit and retain sufficient numbers of quality staff to cope with high volumes of brochure requests. At Confero we're delivering a solution using our unique speech recognition platform that benefits clients and their customers, reduces overheads and allows staff to concentrate on high revenue generating opportunities.

How it works:

Confero's unique platform is powered by the leading global suppliers of speech technology, Nuance and Rhetorical. The callers' name, address, postcode and brochure request are captured using our speech recognition platform that processes the information automatically. Using text-to-speech technology, this information is then read back to the customer for confirmation. The details are fed directly to the client's mailing house for immediate fulfilment.

The clients:

David comments: "Client's, like Indigo Holidays, recognised that the level of data capture the business required was beyond the capabilities of existing IVR systems. Speech recognition resolves this issue while maintaining a high quality customer experience for callers."

Alex Roberts, Marketing Manager at Sky Holidays agrees: "Confero's speech recognition solution allows Sky to provide our customers with a 24 x 365 service while maximising revenues from our live call centre team."

Ends

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Try it for yourself:

Sky Holidays – 0870 734 3900
Indigo Holidays – 0870 220 2684

Notes to editor

About Confero:

Based in the UK, Confero operates a modern style of Outsourced Call Centre capable of responding to today's fast changing environment without compromising on quality.

With headquarters in Wembley, North London, Confero offers bespoke call and contact centre solutions using a unique blend of live dedicated and bureau agents, and automated response services. Our UK Call Centre services include Inbound Response, Outbound Campaigns, Speech Recognition, Email Management and Fulfilment.