

In-One introduces voice hosting

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IN-ONE Technology is introducing voice hosting to Singapore with the launch of a suite of speech-enabled web-based applications and services based on its Dynamic Voice Server (DVS) platform.

DVS is based on an open architecture using the VoiceXML speech standard. It provides enterprises with a scalable platform for deploying interactive web-based voice applications via all types of telephones, said In-One.

"Voice recognition is becoming an increasingly pivotal component of unified communications applications. And DVS is suitable for a variety of web-based voice applications such as directory assistance services, information and customer care services, banking applications, name dialing and unified messaging," said Chong Wei Khee, products and solutions consultant of In-One. "Callers no longer have to memorise abstract sequences of numbers – they can

simply say which name or information they would like to access."

According to Chong, the use of an open standard like VoiceXML enables DVS to be integrated seamlessly with all the popular web-based technologies and any legacy systems for easy maintenance.

In-One's DVS is pitted against traditional interactive voice response (IVR) systems, as well as VoiceXML servers by companies such as SpeechWorks, Nuance and InfoTalk.

"Traditional IVR uses proprietary technologies and is very difficult to enhance and change," said Chong. In contrast, DVS uses open

standard technologies and can be enhanced and changed easily, he added.

The cost of ownership is also much higher than DVS, especially when it comes to maintenance cost and changes, he argued. "(DVS) does not require telephony experts to make any changes. It can be programmed by anyone that are familiar with web development."

Against other VoiceXML servers, Chong said while similar offerings can be obtained from United States or European companies or their local representatives in Singapore, "cost of such solutions are only affordable to sizable companies with sizable budget".

Qian Hu Voice

Listed ornamental fish company Qian Hu has implemented a multi-lingual voice service to provide customers with information about reward points, allow them to give feedback, and obtain the latest stock quotes of the company from the Singapore Exchange in real time. This follows the successful English language trial during the beta release of the Dynamic Voice Server.

The hosted voice service provides the following:

- (a) Stock price: Up-to-date stock information on Qian Hu from the Singapore Exchange web server via the Internet.
- (b) Membership points: Membership points are retrieved from the database of the existing Qian Hu Rewards system.
- (c) Feedback: Voice feedback from users is digitised as a WAV file and sent as an attachment via email to designated persons.

With the launch of DVS, In-One has introduced services such as voice hosting and customised voice application development. The company has also launched a Voice CRM hosting product targeted at small and medium enterprises.

He said a typical voice hosting subscription ranges from \$1,800 to \$5,000 per year depending on the number of phone lines and features needed.

SMEs can choose any call menu from the package to start with and increase with more options as demand increases.

Customers will be given an administrative module for them to administer or customise their voice CRM application via the Internet.

In-One also provides service providers the ability to expand their products and service offerings in mobile and voice commerce. Chong cited the example of service providers using DVS to develop subscription-based services such as 4-D results retrieval, events notification, bill payment, or bookings and reservations.

In-One is at www.in-one.com.

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