

experience · security · efficiency™

SPEECH BASED FLIGHT INFORMATION TAKES OFF AT DUBLIN AIRPORT

Dublin Airport (DAA) is Ireland's largest airport, managing in excess of 60,000 passengers per day. This rises to more than 80,000 during peak times. It also maintains over 600 aircraft movements every day. In 2006, Dublin Airport was responsible for 21 million passengers.

THE CHALLENGES

Holding the status of Ireland's largest airport encompasses some unique challenges for DAA.

Head of Passenger Operations at Dublin Airport, Declan McCarthy explains the motivation behind the technology investment, "The main problem was the high demand for information during peak times. The call centre operatives coped well during the quieter times, but during busy times, such as early morning, late afternoon and holiday periods, the centre was simply swamped with calls. Expanding capacity by adding more operators did not make sense, as the additional operators would be fully utilised for only part of the time. What was needed was a two-tier solution whereby, callers who needed simple flight information such as arrivals and departures could be answered automatically, freeing up our agents for more complex enquiries."

In order to address these challenges, the airport realised that an automated system based on speech recognition could provide the solution as they required information such as alpha numeric flight numbers, cities and airports in order to be able to provide the correct information to customers. DAA researched the market and invited a number of leading speech recognition vendors to tender for the new system.

CUSTOMER SERVICE NAVIGATION

IT Solutions Manager at DAA, Suzanne McKenna comments on the selection decision, "Our main objective was wholly driven by our need to provide excellent customer service, so above all we needed a solution that was easy to deploy and use, reliable and could work effectively with our existing telephone system. We were introduced to Salmat VeCommerce by our telephony provider, Damovo. Salmat VeCommerce had all the functionality that we required and we were very impressed by their established track record in the telephone betting and financial services markets, industries like ours, that manage large volumes of demanding calls, often from impatient customers!".

VEQUERY™

Salmat VeCommerce, in partnership with Damovo, implemented its VeQuery solution that allows customers to naturally speak to the automated system to establish real-time flight arrival and departure times. For example, a caller might ring to find out when a flight is arriving and the system would ask them if they knew the place and possibly the name of the airlines. The system would recognise the caller's responses and answer with the appropriate information.

Salmat VeCommerce also provided VeDialler™, an Automated Attendant application that allows incoming calls to be distributed directly to members of staff simply by saying their name or extension number.



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Some other key benefits for DAA include:

- Expected Return on Investment within 12 months of deployment of solution
- Resources being utilised in other areas of the business and on more complex customer enquiries (currently 1 million calls are handled by the VeQuery system, saving live operators on average 53 seconds per enquiry).
- A substantial reduction in the volume of complaints from customers.
- The system is being utilised successfully by heavy users, for example, taxi drivers.

FLYING HIGH WITH NEW SOLUTION

According to Suzanne McKenna, the Salmat VeCommerce system has been a great success with over 65% of all callers receiving the information they needed without having to speak to a live operator. With further experience and fine-tuning, DAA expects this figure to rise to over 80% within the next few months. DAA continue to have operators available as required by the travelling public.

THE FUTURE

The airport is expanding and expects to open a second terminal in 2009 and the Salmat VeCommerce system will be extended to accommodate the increased demand. In addition, the airport is planning to use the Salmat VeCommerce solution to add new 'customer' facing features including:

- Integrating check-in times and gate numbers into the application to provide a total customer experience
- Provide real-time travel information and advice

ABOUT SALMAT VECOMMERCE

Salmat VeCommerce has developed voice self-service solutions since 1998 and today is one of the most experienced and successful application developers and systems integrators in the industry focusing on automated and scalable voice enabled caller identification and verification (ID&V) solutions.

Salmat VeCommerce assists organisations deliver exceptional customer interactions. This is achieved through a detailed analysis of existing customer processes and the development and provision of applications that utilise speech recognition, voice biometrics and other related interaction technologies.

The organisation has worked with its customers to deliver business benefit driven industry innovations including, the world's first commercial natural language wagering solution, the first voice biometric

solution for the insurance industry, the first natural language call routing solution for the financial services industry and the first voice self-service real-time credit card bill payment system.

Over 60 customers globally, including: NAB, Suncorp, Telstra, Westpac, Link Market Services, ahm, Pizza Hut, Ticketek, Child Support Agency, TelstraClear, Standard Life, Australian Hearing, New Zealand's Ministry of Social Development and Inland Revenue Department and Tabcorp.

Salmat VeCommerce is a sponsor of the Voice Leadership Group, an industry association whose members are organisations that have deployed, or plan to deploy, voice self-service or speaker verification solutions.

Salmat VeCommerce is a wholly-owned subsidiary of Salmat and has offices in Australia, New Zealand, the UK and US.

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