



SPEECH- WORLD™

Conference Program Brochure

Conference & EXPO • Conference & EXPO • Conference



May 24-26, 2005 • Dallas, Texas USA
Westin Park Central Hotel

COME EXPLORE:

- Mobile Speech
- Speech Recognition
- Text-To-Speech
- IVR Applications
- Speech Development Tools Boards/APIs
- Industry Trends & Forecasts
- Multimodal Interaction

<p>Diamond Sponsor</p>	<p>Platinum Sponsors</p> <p>SpeechWorks® solutions from ScanSoft®</p>
<p>Gold Sponsors</p>	
<p>Silver Sponsors</p>	

- Hosted vs. In-House IP Contact Centers
- Home Agents/Virtual Contact Centers
- ROI for IP Contact Centers
- Wireless IP Contact Centers
- International VoIP Deployment
- Upgrading the Network to Support IP Contact Center Applications

Co-located With:



www.speech-world.com • www.ip-contactcenter.com • www.tmcnet.com/gccos



Speech applications are revolutionizing today's call centers just like the ACD and predictive dialer once did. Applications of speech are now moving from IVR and contact centers into our cars, PCs, PDAs and even common household items like TV remote controls. This conference is the place to learn about issues across a full spectrum of speech applications, and devise a plan for deploying them.

The Conference Program

The Speech-World conference program is a rich combination of traditional presentation-based sessions and actual demo sessions. The goal is to provide you with all the tools you need to select and deploy solutions immediately — or to develop exciting new speech applications now. The speech application development sessions will feature discussion of both emerging and accepted standards and protocols.



Session at TMC's INTERNET TELEPHONY Conference & EXPO. TMC has been hosting technology conferences since 1986.

The **IP Contact Center Summit™** conference will be co-located with Speech-World in Dallas. A popular track at TMC's INTERNET TELEPHONY Conference & EXPO in the past, IP Contact Center Summit educates in-house and outsourced call center management on the extensive benefits and cost-savings they can realize by deploying VoIP in their contact centers.

Why Speech Technologies?

- **Speech technologies empower customers to get their questions answered more quickly. This allows your contact center agents to provide a deeper level of service to those with more serious issues.**
- **Speech technologies improve customer satisfaction by giving access to information, faster!**
- **No technology gives faster ROI than speech. You will literally begin saving money the day you implement it.**

TMC, the sponsor of this event, has been hosting successful communications events since 1986. For more than 30 years, TMC has built a stellar reputation as a publishing and trade show company, focused on communications.

You are guaranteed the conference session topics are the most relevant, and that they are presented by A+ quality speakers with a minimal amount of commercialism. Only the best speakers are invited back to speak at TMC events.

We know you won't find a better value or event anywhere. We hope to see you at Speech-World and IP Contact Center Summit.

Rich Tehrani

TMC President and Conference Chairman

Speech Technologies

Speech is the most natural of interfaces and is rapidly being deployed in contact centers, as well as a variety of mobile applications. Speech-World will help you understand how and why you need to implement these technologies today. Not since the Web has any technology changed the paradigm of customer contact. **Ignoring speech today is like ignoring voice mail in 1990.** Speech recognition, when deployed correctly, has the ability to not only save you money but also to increase sales simultaneously. **If you aren't exploring speech in your customer-facing applications, you will certainly fall behind.**

IP Contact Centers

Contact centers may be the biggest beneficiaries of a switch to IP telephony. In addition to the well-documented cost savings VoIP offers over traditional telecom service, IP telephony is the perfect application for home agents because it enables seamless connectivity to remote networks. The conference sessions at IP Contact Center Summit address key issues for contact centers as they transition to IP, including: International VoIP Deployment, Distributed IP Contact Centers, Transitioning from TDM to IP, and Upgrading the Network to Support IP Contact Center Applications.

Speech-World

Think of this event as primarily contact center-related in nature, as this is where the majority of speech applications are being rolled out. The event will also focus on embedding speech into devices such as cell phones, remote controls, automobiles or productivity-enhancing mobile applications. Attendees will be enterprise customers, service providers, developers, government purchasers and resellers.

The world of speech will be on display at Speech-World and this conference will be the most objective, commercial-free education available for the speech technologies industry.

Keynotes

Updated at www.speech-world.com



Vickie McGovern
Director, Product & Technology
Marketing IP Communications



Mike Matthews
Head of Product Marketing



Frank Tersigni
Vice President, Marketing & Business
Development



Jeff Ford
CTO & President, Inter-Tel



Peter C. Monaco
VP, Engineering, Nuasis Corp.



PHOTO
NOT
AVAILABLE

Peter S. Mahoney
Vice President, Worldwide
Marketing, SpeechWorks Division



Hosted By: **CUSTOMER INTER@CTION
Solutions™**

The #1 Contact Center Magazine

Since 1982, *Customer Inter@ction Solutions*® magazine has been THE voice of the contact center, CRM, teleservices and speech industries.

Senior management decision makers who rely upon us to help keep them current in the most critical technologies and services for the contact center are now seeking speech technology solutions.

Our editorial team has designed the perfect program for you to get a complete understanding of the best products and services to fit your specific needs.

Who Attends?

Industries:

- Large and Small Enterprises
- Insurance, financial, medical, transportation, etc.
- In-house Contact Centers
- The World's Largest Outsourced Contact Centers
- Government
- Resellers
- Venture Capitalists
- Mobile/Embedded
- Service Providers/Telcos

Job Functions:

- MIS/IT Decision Makers
- Telecom Decision Makers
- Speech Programmers/Developers
- Corporate Management

Networking Reception

Wednesday, May 25
5:00 - 6:30 pm in the Exhibit Hall



Gather with virtually every exhibitor, speaker and attendee to forge partnerships, reach agreements, sign contracts and grow your network of contacts.

Special Luncheon Session

SALT vs. VXML Shootout

Wednesday, May 25 • 12:00 pm

A panel of advocates for each standard will help cut through the hype surrounding SALT and VXML.

You'll get a clear understanding of which standard is better suited to resolving specific development needs.

Conference Schedule • Day 1: Tuesday - May 24, 2005

	Speech-World Technical Development	Speech-World Call Center Applications	IP Contact Center Summit Strategies	IP Contact Center Summit Technology
9:00 - 10:00 am	How to Save Money on Your Speech-Enabled Solutions <small>TD-1</small>	Speech-Enabled Self-Service Applications: Adding Value To The Customer Interaction Network <small>CCA-1</small>	The Business Case for VoIP in the Contact Center <small>CCS-1</small>	IP Breathes New Life Into the Virtual Contact Center <small>CCT-1</small>
10:15 - 11:15 am	Usability Surveys To Test Speech Applications <small>TD-2</small>	How "Natural" Should A Voice Interface Be? <small>CCA-2</small>	Building the Right IP Call Center Strategy <small>CCS-2</small>	Enhanced WAN Infrastructure for Large-Scale IP Telephony <small>CCT-2</small>
11:30 am - 12:30 pm	The New Economics of Speech in the Enterprise: Driving Down Costs and Increasing ROI <small>TD-3</small>	Integrating Voice Self-Service with IVR for Improved Customer Experiences <small>CCA-3</small>	VoIP Across the Enterprise <small>CCS-3</small>	Is VoIP in Your Future? A Strategic Decision <small>CCT-3</small>
12:30 pm Conference Luncheon 12:30 pm				
1:30 - 2:30 pm	Avoiding the Pitfalls of Speech Application Rollouts Through Testing and Product Mgmt <small>TD-4</small>	Adopting Speech Into Mainstream Business Applications <small>CCA-4</small>	Establishing Internet Telephony/VoIP to Developing Countries <small>CCS-4</small>	The Role of High Availability Software in Quality-of-Service <small>CCT-4</small>
2:45 - 3:45 pm	Voice Middleware: Strategy For Future Voice Success <small>TD-5</small>	The Real Value of a Speech Solution <small>CCA-5</small>	VoIP Regulation: Challenges and Opportunities <small>CCS-5</small>	Integrating IP Contact Centers Into a Microsoft-Centric Environment <small>CCT-5</small>
4:00 - 5:00 pm	Technical Aspects of Deploying a Hosted Speech Solution <small>TD-6</small>	Unifying Channels: The Business Value of Voice and Web Convergence <small>CCA-6</small>	The Evolving Contact Center: Protecting Your Organization's Investments... <small>CCS-6</small>	Using IP Telephony Technology to Build a Blended Contact Center Solution <small>CCT-6</small>

Conference Schedule • Day 2: Wednesday - May 25, 2005


	Speech-World Technical Development	Speech-World Call Center Applications	IP Contact Center Summit Strategies	IP Contact Center Summit Technology
7:30 am Conference Breakfast 7:30 am				
8:30 am Keynote Session Featuring Cisco Systems, Aculab 8:30 am				
10:00 - 10:45 am	A Scientific Approach to Improving VUI Design <small>TD-7</small>	Beyond Call Recording: Speech Improves Quality Assurance <small>CCA-7</small>	Taming IP Telephony Expense Management <small>CCS-7</small>	Premise-Based versus Hosted: What Makes Sense for the Contact Center <small>CCT-7</small>
10:45 am Keynote Session Featuring Inter-Tel, Nuasis 10:45 am				
12:00 pm Conference Luncheon - SALT vs. VXML Shootout 12:00 pm				

Conference Schedule • Day 2: Wednesday - May 25, 2005

Speech-World Technical Development	Speech-World Call Center Applications	IP Contact Center Summit Strategies	IP Contact Center Summit Technology
1:00 - 6:30 pm — Visit The Exhibit Hall — 1:00 - 6:30 pm			
Architecture of the Speech-Enabled Web <small>TD-8</small>	Targeting Speech to Midmarket Companies <small>CCA-8</small>	IP Contact Center Shootout <small>IPCCS</small>	
Developing Voice IVR Applications Using Host Processing <small>TD-9</small>	Call Center Applications Panel <small>CCA-9</small>		
Application Design: Error Handling <small>TD-10</small>	Bringing Speech Technologies to the Enterprise <small>CCA-10</small>		
		Keeping the Cust. Experience Seamless: Interoperability and Next-Gen Endpoints <small>CCS-8</small>	Security in the IP Telephony Network <small>CCT-8</small>
5:00 pm Networking Reception in Exhibit Hall 5:00 pm			
7:30 pm	20th Annual Top 50/MVP Quality Awards Dinner		7:30 pm

2:00 - 2:45 pm
3:00 - 3:45 pm
4:00 - 4:45 pm

Conference Schedule • Day 3: Thursday - May 26, 2005

Speech-World Mobile Deployment	Speech-World Call Center Applications	TMC University	
7:30 am Conference Breakfast 7:30 am			
Fully Mobile Office Evolution - Technology Drivers and Solutions <small>MD-1</small>	Achieving the Right Mix in Customer Care... <small>CCA-11</small>	TMC University Session <small>TMCU-1</small>	8:15 - 9:00 am
Building Applications with Alternative User Interfaces <small>MD-2</small>	Improved Call Completion with Natural Language Processing <small>CCA-12</small>	Text-To-Speech 101 <small>TMCU-2</small>	9:15 - 10:00 am
10:00 am Keynote Session Featuring Voice Genie 10:00 am			
11:30 am - 2:30 pm Visit the Exhibit Hall 11:30 am - 2:30 pm			
12:00 pm Conference Luncheon 12:00 pm			
Multimodality: Next-Generation Applications for Mobile Devices <small>MD-3</small>	Fighting Fraud and Identity Theft Using Voice Authentication <small>CCA-13</small>	TMC University Session <small>TMCU-3</small>	12:45 - 1:30 pm
What the Future Holds for Mobile Speech Applications <small>MD-4</small>	Optimizing IVR/Speech Using Customer Behavior Intelligence <small>CCA-14</small>	Introduction to VoiceXML 2.0 <small>TMCU-4</small>	1:45 - 2:30 pm
	At Your Service: Accelerate Contact Center ROI with Voice Self-Service <small>CCA-15</small>		2:45 - 3:30 pm



speech-world.com
ip-contactcenter.com

- E-Z Registration
- Speaker Updates
- Up-to-Date Exhibitor List
- Panel Updates
- Keynote Updates



Technical Development Track

How to Save Money on Your Speech-Enabled Solutions by Being a Smart Customer

Tuesday, May 24 • 9:00 - 10:00 am

This session is all about being a smart customer. When sourcing a speech-enabled solution, whether from a solution provider or via an in-house development team, a huge amount of money and effort can be saved by asking the right questions at the beginning of the process. Far better to think about them at the start, than when it becomes too late to change the foundations on which the solution is built. This session will investigate the key components of speech-enabled solutions and come up with the valuable questions that anyone with an eye on budgets and timescales should be asking.

Usability Surveys to Test Speech Applications

Tuesday, May 24 • 10:15 - 11:15 am

Usability testing is an evaluation of a customer touch point from a user experience perspective. This session will compare many ways to test usability of speech applications and will show the benefits of the usability survey approach. This process involves thoroughly evaluating usability with several hundred unbiased panelists before deployment to reveal and fix problems large or small. Information will be presented on how usability surveys can provide valuable diagnostic information on voice recognition performance, and on user opinions of overall task completion and satisfaction, voice recognition, call flow options and voice prompt quality. The speaker will demonstrate how this information can lead to clear improvements to prompts, call flow and recognition performance.

New Economics of Speech in the Enterprise: Driving Down Operating Costs and Increasing ROI

Tuesday, May 24 • 11:30 am - 12:30 pm

Call centers today are looking for ways to automate, streamline and improve their customer care programs through voice-enabled technology. Given the ubiquity of the phone, 92 percent of today's repetitive service transactions are directed to call centers. Hiring customer service representatives (CSRs) to handle basic and repetitive requests is expensive and inefficient for many customer programs. While touch-tone systems do overcome some of the inherent agent issues, these systems are still inflexible and unnatural, have menu limitations, are limited in functionality and leave most customers frustrated and unwilling to complete their calls. Today, speech recognition technology offers a more compelling solution for customer self-service and business ROI. Speech has been proven to efficiently handle both basic and complex transactions at lower costs and higher customer service levels.

Avoiding the Pitfalls of Speech Application Rollouts Through Testing and Product Management

Tuesday, May 24 • 1:30 - 2:30 pm

Speech self-service applications can truly become the "voice of a company." Unfortunately, it only takes one bad experience for a customer to stop using self-service applications. As a result, application performance can have a significant effect on customer loyalty and a company's image and bottom line.

Voice Middleware:

A Strategic Component for Future Voice Success

Tuesday, May 24 • 2:45 - 3:45 pm

According to Datamonitor, "Voice applications will increasingly consist of reusable components and modules. In tandem with this trend, voice middleware will grow in prominence and facilitate the development and spread of voice applications, just as today's Web application servers enabled the broad use of Web applications". The emergence of reusable components, templates and packaged applications creates a natural market for toolkits and specialized voice middleware that will aid in development, integration and performance-testing activities. In particular, the tools market will be strong due to demand from small and medium-sized enterprises for which voice solutions (in the form of packages and modules) have only recently become affordable. In spite of this growing demand for tools and managed environments, the market can sustain more than a few pure tools providers in the long run. There is a definite opportunity for engine providers (ASR, TTS, VoiceXML or SALT gateways, etc.) and application developers to partner with Voice Application Management System providers, thus concentrating on their core competencies of creating better engines and new applications.

Technical Aspects of Deploying a Hosted Speech Solution

Tuesday, May 24 • 4:00 - 5:00 pm

When deploying a hosted speech solution, VoiceXML developers need to keep several tips and tricks in mind. In this talk, we'll focus on how to get started, what to do during development and what steps to take after deployment. Content will include how to set up the development environment, including choosing VoiceXML development tools, dynamic programming language and an application server. Once set up, developers will learn how to record professional prompts, debug application functionality and measure application success/task completion rates. Finally, we'll review how to improve performance after deployment, including caching and application server tuning.

A Scientific Approach to Improving VUI Design

Wednesday, May 25 • 10:00 - 10:45 am

Just as most people think they're above-average drivers, most call center managers think their automated systems provide a better-than-average caller experience. Unfortunately, callers typically feel that the service they receive is relatively poor. The solution is to use a scientific approach to VUI design, centered on realistic data gathering and performance measurement from real callers. In this session we will outline the five steps of the scientific approach, discuss measurement techniques, and talk about ways to gather meaningful data throughout the design process, from early prototype through deployment.

Architecture of the Speech-Enabled Web

Wednesday, May 25 • 2:00 - 2:45 pm

The Web is a global information space of interrelated resources. Central to the architecture of the Web are the orthogonal principles of identification, interaction and representation. Identification refers to the URI mechanism by which resources are identified in this information space. Interaction refers to protocols that define the

Technical Development Track

syntax and semantics of messages exchanged by agents over a network (e.g., HTTP). Finally, representation refers to the formats for which data are encoded (e.g., HTML). The modern speech-enabled Web exploits the underlying orthogonality within the architecture of the Web by allowing new representation and interactions formats and protocols to be developed independent of each other. The World Wide Web Consortium (W3C) is active in defining new representation formats for the speech-enabled Web, including VoiceXML, SRGS, SSML, SISR and CCXML. The Internet Engineering Task Force (IETF) is active in defining new interaction protocols that are powering the new speech-enabled Web, including MRCP and SIP. This presentation will help attendees understand the basic ideas behind the latest technologies powering the speech-enabled Web. We'll discuss the "bigger picture" of how, why and where different specifications and technologies are being developed. The major concepts behind each specification will be introduced briefly before discussing how these different technologies interoperate, resulting in exceptionally powerful speech solutions.

Developing Voice IVR Applications Using Host Processing

Wednesday, May 25 • 3:00 - 3:45 pm

Most of us have heard the term "host media processing" used as a possible alternative to DSPs; but have all developers of voice IVR established what this technological shift could mean for them? This session is intended to share some of the key decision-making points, technical considerations and business benefits that are in the melting pot when looking at this new alternative. A structured review of features, development environments and deployment scenarios will help delegates identify the main points that will lead to a host media processing selection, rather than DSP hardware. Reference will be made to practical learning points gleaned from working with early adopter customers of host media processing technology.

Application Design: Error Handling

Wednesday, May 25 • 4:00 - 4:45 pm

While application designers and recognition experts rightly measure the success of applications by such parameters as "Did the user accomplish his or her task?" and "How accurate is the recognition?," designers must also consider how much the user enjoys using the system. It appears that this does not, however, correlate directly with how accurate the recognition is, but rather, how easy it is to use the system and how elegantly the system handles errors. As much as we wish it were, speech recognition is not perfect. The user often will not perceive whether an error is caused by something he or she did incorrectly, the environment or the recognition engine. Because of this, the system will not always behave the way the user thinks it should. Keeping in mind branding and persona issues, this presentation will offer tips and real-life, case-study examples on handling different types of user and application errors that, if used correctly, create a more robust, helpful voice application that allows users to feel as if the system is working with them instead of against them, and will ultimately leave the user with a good impression of your company's customer service. Dialog and programming tips for error handling include navigation, no matches, no inputs and multiple fields of information filled with one utterance. The session will also address the highly debated topic "Do we apologize for making errors?"

Call Center Applications Track

Speech-Enabled Self Service Apps: Adding Value to the Customer Interaction Network

Tuesday, May 24 • 9:00 - 10:00 am

It's clear that IP-enabled solutions are fast offering innovative ways for contact centers to scale upwards and outwards — through the creation of "virtual" multisite networks, through enabling cost-effective outsourcing and by linking remote agents, to name a few. But for most contact center managers, keeping costs in check is just as important as advancing capabilities — no one likes to have to resort to "forklift" upgrades. What's the best approach to leveraging investments already in place, while also incrementally adding important IP functionality that will prepare your organization for the future? This session will discuss creative ways to leverage existing investments, smart approaches to voice and data convergence, the "must haves" managers must look for in solutions, and some real-world examples.

How "Natural" Should a Voice Interface Be?

Tuesday, May 24 • 10:15 - 11:15 am

Since the inception of natural language processing (NLP) technology, its proponents have promised a revolution in voice interfaces for call centers, predicting a future in which callers will interact with IVR systems as if the systems were human agents. Exciting stuff, but is this really what you or your callers want? There's a reason why customers sometimes seek that human touch: because there's a real live person on the other end. Regardless of how lifelike an NLP-enabled IVR interface may be, it's still a machine and will never be as equipped to handle the more complex issues as a live agent. Plus, callers may become angry if they feel they've been tricked and the "person" they've been talking to is, in fact, a machine. But when a caller does have a simple request or transaction to complete, the less-than-human interface typically offered by today's IVR systems may be just the ticket. There are advantages to interacting with a machine: hold times are generally shorter; the caller doesn't have to make small talk with a live agent; and simple transactions can be handled quickly and easily. NLP does, in fact, have a definite place in the call center — companies simply need to learn how to leverage the advantages and sidestep the pitfalls.

Integrating Voice Self-Service with IVR for Improved Customer Experiences

Tuesday, May 24 • 11:30 am - 12:30 pm

Businesses want the best contact center solution available, but they also want the flexibility of a pay-per-use system that is both scalable and reliable. With managed services, companies can achieve this goal and provide a higher level of customer experience. Attendees will learn how open-standard voice self-service technologies can work with, or instead of, traditional hardware-based, touch-tone IVR systems to improve ROI and improve overall service operations. Attendees will also learn how providing customers with self-service applications tied to live agent assistance can increase customer satisfaction and significantly reduce operational costs.

Call Center Applications Track

Adopting Speech into Mainstream Business Apps.

Tuesday, May 24 • 1:30 - 2:30 pm

With the emergence of VoiceXML and SALT, businesses can quickly and easily add speech as a new interface to their business applications. In the past, voice applications were proprietary and required a large amount of customization and integration. Today, enterprise customers can buy packaged applications or develop their own speech-enabled applications. These new standardized interactive voice response (IVR) systems can be built with off-the-shelf hardware and software that can lower the acquisition and operation costs. However, there are trade-offs to be made regarding centralized versus distributed design, hardware versus host-based handling of media processing and call controls as well as TDM versus IP interconnections. This presentation will address the adoption of VoiceXML and SALT development platforms along with examples of where businesses are deploying speech-enabled applications to improve their business processes.

The Real Value of a Speech Solution

Tuesday, May 24 • 2:45 - 3:45 pm

Now that the speech solutions market has survived its first decade, a dramatic but predictable shift is taking place. The arrival on the scene of open standards (VXML) and Microsoft-backed specifications (SALT) has had a major effect on the speech market: downward price pressure on voice platforms and infrastructure. As the market matures, the value of speech solutions will continue to move upward into the application layer, and anything below will be relegated to commoditized "plumbing." This curve eventually occurs in all layered technology industries and has been seen in personal computing, data networking, telephony systems and many other industries. Companies are in a unique position to capitalize on this trend, and vendors that deliver enterprise software built to be 100 percent standards-compliant and platform-independent can establish market leadership. Today's enterprise speech software provides a superior caller experience through sophisticated speech applications that are fast to develop and easy to deploy and maintain.

Unifying Customer Contact Channels: The Business Value of Voice and Web Convergence

Tuesday, May 24 • 4:00 - 5:00 pm

Customer loyalty, satisfaction and retention are key to maintaining a successful business in commodity markets where customers have many product and service choices. However, while the telephone is still the primary customer interface for many companies, interactive voice response (IVR) systems that handle these calls have not received the same level of investment and/or attention as the Web. By centralizing control over customer contact channels, organizations can achieve brand consistency, can reduce the time it takes to affect business change at the customer contact level and, as a result, can improve customer retention, satisfaction and loyalty while reducing costs and increasing customer agent efficiency. This presentation will examine the challenges that exist in many organizations using Web and telephone customer contact channels, the negative impact these challenges have on business, why these problems exist and recommendations on how they can be corrected.

Beyond Call Recording: Speech Improves Quality Assurance

Wednesday, May 25 • 10:00 - 10:45 am

Due to the competitive nature of the contact center industry, contact center operators need to deliver top-quality service to their clients. Best-practices dictate that a true quality assurance program requires reviewing 100 percent of all calls — a costly endeavor due to the requirement of a large, dedicated monitoring staff. Instead, most quality assurance programs rely on the bare minimum method of sampling a small percentage of total calls and manually reviewing the calls to determine the overall quality of a campaign. By leveraging speech recognition technology, reviewing and analyzing 100 percent of calls is now feasible. During this session, we'll review current quality assurance processes, the limitations of those processes and how, by applying speech recognition technology, contact centers can increase quality assurance coverage. The session will compare and contrast simple call mining technologies with more sophisticated solutions that combine business rules with unrestricted, natural speech recognition to monitor conversations in a customer interaction environment.

Targeting Speech to Midmarket Companies

Wednesday, May 25 • 2:00 - 2:45 pm

Typically, the focus of speech recognition vendors has been on Fortune 500 companies, which have been instrumental in allowing the general public to interact and familiarize themselves with speech technology. The current issue is about the smaller companies that want to incorporate speech into their business model yet can't afford to or don't have the technical know-how the Fortune 500 companies do. Speech vendors continue to ignore the market segment of mid-sized companies, though within the U.S. market alone, they number in the tens of thousands. Obviously, the business models of speech vendors must be altered to meet the needs of this fertile market. Not only must the price of speech technologies become affordable, but the actual development and implementation costs must also be within the scope of these companies' budgets and technical abilities. This session will focus on how speech vendors can address the needs and pricing obstacles that mid-sized companies currently face.

Call Center Apps Panel

Wednesday, May 25 • 3:00 - 3:45 pm

IVR has changed the face of contact center interactions, but guess what? IVR works well for only the simplest of tasks, such as getting a bank balance from a single account. Most contact centers don't stop there: they use IVR for everything and construct bewildering menu trees that annoy customers and make them zero out, or worse, run screaming to the competition. Enter speech, the one technology that will allow you to provide customers with nearly all the information they require, without daunting menu selections. This session will explore how best to use speech in the contact center to achieve lower operating costs and superior customer service.

Call Center Applications Track

Bringing Speech Technologies to the Enterprise **Wednesday, May 25 • 4:00 - 4:45 pm**

Speech creates many new opportunities for improved customer contact and improved efficiency. Rather than treat speech as an upgrade to an existing IVR system, companies can increase their ROI and improve customer satisfaction by treating speech as an enterprise initiative. By bringing in speech at an enterprise level, companies can provide their customers with a unified view of the company and eliminate the appearance of disconnected departments or "silos." This presentation will explain how companies can improve current automation, automate a new range of tasks, consolidate toll-free numbers and call routing systems to get the customer to the right contact quickly and efficiently, reinforce their brand, and improve customer satisfaction and, therefore, retention.

Achieving the Right Mix in Customer Care: The Role of Speech in Enterprise Business Solutions

Thursday, May 26 • 8:15 - 9:00 am

When deployed effectively, today's advanced speech technology can be incredibly effective in enabling a company's end-users to quickly reach the information they need without waiting for a live agent or weaving their way through a maze of touchtone IVR menus. However, sometimes customers simply need and expect the assistance of a knowledgeable live agent. Instead of viewing speech as a stand-alone, comprehensive customer care solution, companies concerned with cost and quality can achieve the most value by closely examining their existing operations to identify how speech can complement and extend existing live agent operations for faster, more efficient call-handling. Attendees will learn about the various speech deployment alternatives available to companies (both outsourced and in-house), and what internal and external factors to consider when selecting an enterprise speech solution; You'll hear real-world examples of how different kinds of businesses in a variety of industries have deployed speech within their enterprise to meet specific customer needs; and how speech can work in tandem with live agent and touchtone IVR solutions to achieve lower cost, more efficient call handling.

Improved Call Completion with Natural Language Processing

Thursday, May 26 • 9:15 - 10:00 am

The session will emphasize the benefits of natural language speech application developments with the use of artificial intelligence (AI) for easier implementation of answering callers' questions, executing transactions with implicit correction opportunities. With the use of AI, users need very little business application customization and grammar development for higher caller transaction completion rates. The tool set to be discussed automatically generates, from a small corpus, robust speech grammars capable of supporting the natural conversational capabilities of the system. An added benefit, significant cost savings in the total cost of ownership can be attained using a natural language processing application.

Fighting Fraud and Identity Theft Using Voice Authentication

Thursday, May 26 • 12:45 - 1:30 pm

Identity theft cost U.S. businesses and consumers nearly \$60 billion in 2003, and the problem is increasing exponentially. Keeping data networks secure is an important step in stopping this crime, but it doesn't solve the fundamental problem: bad customer authentication. Relying on only personal information such as a mother's maiden name or social security number for authentication is tantamount to allowing any thief with a credit report to access accounts and open fraudulent new accounts. Voice authentication battles identity theft by tackling it at the source of the problem. In this session, learn how voice authentication helps stop fraud and identity theft where it has the most impact. Learn about the strengths and weaknesses of voice print technology and what can be done to boost accuracy and customer convenience.

Optimizing IVR/Speech Using Customer Behavior Intelligence

Thursday, May 26 • 1:45 - 2:30 pm

According to Gartner, 92 percent of all customer interactions happen over the phone. Cell phone subscriber growth has outpaced Internet user growth, increasing call volumes and live agent interactions. Speech technologies can dramatically improve the IVR experience, but how do you really know how your customers are reacting to it? Is speech improving the customer experience or causing confusion? Where is the worst trouble spot? By seeing actual behavior in IVR and speech-enabled applications (not just random samples of behavior), you can quickly identify and improve the areas that are causing user frustration or drop-off, and define areas where automation can be effectively extended.

At Your Service: Accelerate Contact Center ROI with Voice Self-Service

Thursday, May 26 • 2:45 - 3:30 pm

This session will explain how contact center managed services providers can leverage voice self-service technologies to improve customer satisfaction, reduce call center operating costs and maximize return on investment in the contact center. Attendees will learn how voice self-service solutions can significantly decrease lengthy technology implementation processes and the extensive investment required by traditional speech development projects. Voice self-service technology offers a compelling value proposition for enterprises looking to dramatically reduce contact center operating costs, and providing customers with the right combination of speech-driven self-service applications and agent assistance can increase customer satisfaction and reduce overall costs by an average of 30 to 40 percent. Attendees will learn how to identify areas within a business where voice self-service technology can be used to reduce costs; implement a balanced self-service and live agent contact center strategy that supports overall business objectives; understand the value of customer segmentation for the enterprise; eliminate redundant investments in separate voice and Web technology infrastructures, ensuring a consistent customer experience across all channels and in both self- and agent-assisted transactions; and enable agents to track transaction information in real-time so customers do not have to repeat identifying information given during self-service.

Mobile Deployment Track

Fully Mobile Office Evolution: Technology Drivers and Solutions

Thursday, May 26 • 8:15 - 9:00 am

As IP infrastructure and wireless access are driven into the enterprise and are coupled with smarter, faster wireless devices and access, the truly mobile office will come into its own. With "always on" data connectivity (at much higher bandwidth provided by 3G and Wi-Fi wireless networks, DSL and Cable wireline networks) and fully featured endpoints (wireless and wireline), the gap between desk and airport will be truly minimized. This presentation will focus on the technology and messaging infrastructure that allow this evolution.

Building Applications with Alternative User Interfaces—Visual, Verbal, and Multimodal

Thursday, May 26 • 9:15 - 10:00 am

Soon, users will want to access business applications using new mobile devices with multimodal capabilities. Come learn how to support multiple alternative user interfaces, including Web-based GUIs for PCs, voice-only for telephones and multimodal for the new mobile devices. Discuss when it's possible to author a single user interface that can be used for all three types of devices, and when alternative user interfaces must be used for each device. Discover architectures in which a single application can support a visual user interface for PC users, a verbal user interface for telephone users and a multimodal user interface for the users of mobile devices. Evaluate languages for developing verbal and multimodal applications within this architecture, including SALT, X+V and the emerging W3C multimodal languages including EMMA and InkML, as well as the Systems/Environment specification. You'll understand the various approaches for providing user interfaces, and be able to recommend a corporate strategy for supporting user interfaces for multiple devices.

Multimodality: Next-Generation Applications For Mobile Devices

Thursday, May 26 • 12:45 - 1:30 pm

Today's handheld devices allow rich applications to be used while on the go, but often these devices possess a physical interface that makes text input difficult and tedious. Speech applications make user input easy and natural, but audio prompts cannot provide the rich output that is possible with a visual display. Multimodal applications allow the user to interact with a device using multiple modalities, such as text and speech. These applications allow developers to use the advantages of one modality to make up for the shortcomings of other modalities, bringing the best of both worlds to the handheld device.

SPECIAL DOUBLE SESSION: What the Future Holds for Mobile Speech Applications

Thursday, May 26 • 1:45 - 3:30 pm

Most of us have experienced some measure of speech applications in our cell phones or handheld computers, usually via simple operations like voice dialing. In the future, however, multimodal user interfaces will enable us to use the most natural form of interaction, our voices, to have universal access to information at any time, via any device. Attend this session to find out what the future holds for mobile speech applications.

TMC University Sessions

Text-To-Speech 101

Thursday, May 26 • TMC University

What is text-to-speech? How does it work? How do I deploy it? This presentation looks to answer these questions by explaining how the written word can be rendered into synthetic speech, which can be delivered to a telephone. We'll compare and contrast some of the different technologies, such as formant synthesis and concatenative synthesis. We'll then look at the processes involved and pitfalls to be wary of, and finally we'll examine telephony hardware requirements and explain how to connect your chosen text-to-speech engine to the outside world.

Introduction to VoiceXML 2.0 (half-day tutorial)

Thursday, May 26 • TMC University

There are ten times as many telephones as PCs in the world. The rate of cell phone usage is growing exponentially. It is natural for users to want to use these devices to access Web information. Voice is replacing the use of touch-tone in telephony applications, enabling a rich user interface in which the user can "speak and listen" rather than "listen and press buttons." This tutorial will introduce the standardized languages used to develop speech user interfaces, and will present guidelines for how to use each language to create world-class speech user interfaces. Review the W3C process for establishing standards and the Speech User Interface Framework and its languages for developing speech applications. Learn how to use menus and forms in VoiceXML 2.0, how to write simple grammars using the Speech Recognition Grammar Specification (SRGS) and how to provide instructions to a speech synthesizer using the Speech Synthesis Markup Language (SSML). Learn how to extract semantics from text returned from the speech recognizer using the Semantic Interpretation language. Summarize other languages under development by the W3C for developing speech and multimodal user interfaces. As a bonus, learn how to embed Speech Application Language Tags (SALT) into (X)HTML to develop speech-enabled Web pages. Attendees will be asked to complete short paper-and-pencil exercises during the tutorial. After completing this tutorial, attendees should be able to develop simple VoiceXML applications.

Why Speech Technologies?

- Speech technologies reduce cost and improve CRM.
- You'll actually save money while improving service.
- No contact center technology gives faster ROI.
- Speech technologies may actually be better than even the Web in communicating with customers.
- Speech technologies empower customers to get their questions answered more quickly. This allows your contact center agents to provide a deeper level of service to those with more serious issues.
- Simply put, speech technologies improve customer satisfaction by giving access to information, faster.

IP Contact Center Technology Track

IP Breathes New Life Into the Virtual Contact Center **Tuesday, May 24 • 9:00 - 10:00 am**

The concept of a virtual contact center linking agents anywhere — from home, from satellite offices, across time zones and geographies — is nothing new, but has this vision become a reality? Yes and no. While a selection of larger companies has effectively networked multiple contact sites and remote agents with beneficial results, many other businesses have not, due in part to an economic climate that has put the brakes on all types of investments, including the purchase of expensive PSTN lines. But as the technology landscape has evolved, the promise of Voice over IP breathes new life into the virtual vision — enabling businesses to take advantage of a centrally managed, “agents-anywhere” environment by leveraging the cost savings afforded by an IP-enabled contact network.

Enhanced WAN Infrastructure for Large-Scale IP Telephony

Tuesday, May 24 • 10:15 - 11:15 am

Deploying VoIP across a large, distributed enterprise is a challenging effort at best. To minimize performance problems, companies should proactively evaluate and upgrade their WAN infrastructure to provide enough bandwidth for additional VoIP traffic, along with QoS tools to ensure VoIP traffic prioritization. But what looks great on paper during the pre-deployment state may turn out to be inadequate as call volumes change in one part of the network or another, or as new enterprise applications begin to steal capacity from IP voice traffic. This session will both show how IP voice impacts WAN performance and present the requirements for an enhanced WAN infrastructure that continuously ensures maximum bandwidth and minimum latency for IP voice and other applications.

Is VoIP in Your Future? A Strategic Decision

Tuesday, May 24 • 11:30 am - 12:30 pm

Voice over Internet Protocol solutions are an efficient and effective way to facilitate multichannel customer interactions across an enterprise-wide network and if properly assessed, planned, implemented and operated, converged voice IP contact centers can yield substantial cost savings and significant architectural flexibility to address strategic business imperatives. In this session, attendees will explore: key business and operations drivers to create a converged IP contact center that supports business requirements; a short list of architecture options including network infrastructure requirements and interfaces to applications; and how to start small and build gradually, identifying business strategy, business needs and technology strategy for developing a phased deployment roadmap.

The Role of High Availability Software in Quality-of-Service

Tuesday, May 24 • 1:30 - 2:30 pm

A key component for consumer satisfaction with VoIP is whether or not the service is always available and continues uninterrupted. In traditional telecom infrastructure products, carrier-grade reliability (service is available all but five minutes per year) is a given to ensure that any failures in the network or equipment are transparent to the users. Yet, in the rush to market, many project teams often neglect to address system uptime requirements. The lack of ultra-dependable services is a frequently overlooked element in overall quality of service. Project teams often believe that high availability (HA) is

difficult and too time consuming to include in their design and development schedules. This session addresses this perception and offers a progressive approach to ensuring uptime is considered and architected into VoIP systems from the very beginning. It covers the role of HA in VoIP solutions, outlines key functional requirements and maps a phased approach to implementation.

Integrating IP Contact Centers Into a Microsoft-Centric Environment

Tuesday, May 24 • 2:45 - 3:45 pm

IP-PBXs have been around for seven years, but they have all generally been the same: standalone systems. In other words, IP-PBXs didn't really change telephony too much; the way we work has stayed the same. To look at the IP-PBX in a different way, it can be summarized simply by saying “through Microsoft's eyes.” Microsoft quite literally owns small business and IT departments in general. Sure, MIS looks to Linux and other alternatives at times, but today we are living in a Microsoft world. Microsoft is always looking to expand into every area of technology that holds the opportunity for growth. Imagine a world where all IP-PBX servers and devices run on Microsoft software and Intel chips.

Using IP Technology to Build a Blended Contact Center Solution

Tuesday, May 24 • 4:00 - 5:00 pm

With the emergence of VoIP technology, organizations have the opportunity to build an easy-to-manage, all-encompassing contact center to supplement and enhance existing brick-and-mortar operations. IP technology is helping to make virtual, home-based and offshore connections possible, while at the same time improving brick-and-mortar operations. This session will explore the practical side of those IP contact center options and how they can be integrated into already existing brick-and-mortar solutions for a blended solution and optimal customer service.

Premise-Based Versus Hosted: What Makes Sense for the Contact Center

Wednesday, May 25 • 10:00 - 10:45 am

Customers face innumerable choices when looking for an enterprise communications platform. While both service providers and premise-based manufacturers say their systems deliver identical functionality and feature sets, there remain distinct differences of opinion about which technology offers to call centers the highest return on investment. Come examine the hosted versus premise debate in terms of technology, applications, service and support and ease of migration.

SPECIAL DOUBLE SESSION:

IP Contact Center Shootout

Wednesday, May 25 • 2:00 - 3:45 pm

Come hear several industry leaders explain and debate the relative merits of their IP contact center solutions. Fashioned after Internet Telephony Conference & EXPO's successful long-running IP-PBX Shootout, this promises to be a lively, engaging session where leaders candidly discuss their products and their competition. This unique opportunity enables you to get live information directly from the “horses' mouths” as you will be given a the chance to ask the panel your own insightful questions. Truly a can't-miss session.

IP Contact Center Technology

Security in the IP Telephony Network

Wednesday, May 25 • 4:00 - 4:45 pm

The implementation of IP telephony is being completed at a record rate with little thought of security for the voice communications and the impact of the quality of service. There have been ideas on how to secure IP telephony transactions and communications with the need to bring this technology into real-world contact center environments. Adding security to the list of needs in IP telephony is a new concept in many environments, and it is necessary to make sure that there are standards for the process. This discussion will focus on the integration of features and protocols into the mixture of IP telephony to verify the security of the infrastructure within the IP telephony network. Included in the discussion will be the implementation of quality of service and how this can impact security, plus other areas within the quality of the voice communications that will be important once IP telephony security is implemented. Come learn methods and procedures for securing the voice communications in an IP telephony environment, as well as for maintaining top-level quality of service.

IP Contact Center Strategies

The Business Case for VoIP in the Contact Center

Tuesday, May 24 • 8:00 - 9:00 am

Most companies understand the cost savings associated with making phone calls over the Internet. However, almost all companies miss the more important benefits entirely — increased productivity. VoIP technologies are allowing today's early adopters to do things they've never been able to do before. Regardless of size, businesses stand to reap great benefits from a communications system that delivers a host of integrated IP functionality. New technologies are linking contact centers across the Internet. Modern VoIP products are able to provide complete connectivity to multiple sites at any location. Users in call centers around the world can now benefit from the kind of seamless connectivity that was previously only available to those residing in a single location. This presentation will discuss the VoIP technologies that are available to today's contact centers and the distinct advantages they can bring to the organization. It will also address the concerns of customers making the leap from legacy to IP systems (security, voice quality, management costs, overhauling the existing infrastructure, etc.) and how organizations should assess VoIP's business benefits based on their goals, operations and size.

Building the Right IP Call Center Strategy

Tuesday, May 24 • 9:15 - 10:15 am

IP has been coined the "Pac-Man" of protocols. It's poised to gobble up or transform everything in its path; yet, IP call center deployments have been slow to catch on in the U.S. for economic and other reasons. There is understandably a lot of uncertainty about the right IP platform approach and selecting the right technology, but the bottom line is that IP adoption is growing, and it can deliver significant benefits to your customer service initiatives and positively impact your entire organization, if it's done right. This session will enable attendees to learn what IP can do for their own organizations, and it will quash some pre-conceived notions by shedding light on the technology itself.

IP Contact Center Strategies

VoIP Across the Enterprise

Tuesday, May 24 • 11:30 am - 12:30 pm

The emergence of VoIP presents contact centers with a tough choice when making a long-term phone system purchase decision. For organizations with multiple contact centers and home-based agents, comparing the benefits of bolt-on IP connections with traditional solutions, complete infrastructure overhauls or distributed hybrid approaches can be especially daunting. This analysis is also important for enterprises with contact center needs — enterprises that increasingly must leverage their remote and home-based agents. This session will discuss how implementing a data-driven communications system enables these businesses to unify their phone system and easily administer all agent locations. The session will also discuss how this approach provides contact centers with the flexibility to use the phone system as a traditional PBX, IP-PBX, or a combination of both — with the choice (and timing) completely up to them.

Establishing Internet Telephony and VoIP Services to Developing Countries

Tuesday, May 24 • 1:30 - 2:30 pm

As more contact centers contemplate going off-shore, establishing Internet telephony/VoIP services to call centers in India, Pakistan, the Philippines and elsewhere in the developing world, they must address various issues. In this session, learn about the challenges associated with various types of equipment, quality of service issues, bandwidth constraints and cultural/language issues. The target audience for this session is anyone involved in planning the implementation of IP telephony in call centers, especially those in Asia, Latin America and the Middle East. This includes call center technical personnel, consultants, carriers and equipment vendors.

VoIP Regulation: Challenges and Opportunities

Tuesday, May 24 • 2:45 - 3:45 pm

The regulatory landscape for VoIP remains unsettled. The FCC has yet to issue its final word on how the burgeoning industry is to be ruled. State and local governments are jockeying for position in the regulatory process. Public safety agencies are worried about E911, and the FBI is lobbying for its view of CALEA. It is folly to think that VoIP will remain largely unregulated, and there is a need for the industry to take a responsible position in regard to fees, regulations and public safety. In fact, VoIP can actually bring tremendous social benefits to society in regard to public safety and less expensive communications, but that story must be told loudly and often.

The Evolving Contact Center: Protecting Your Organization's Investments While Driving IP-Enabled Efficiencies Into the Future

Tuesday, May 24 • 4:00 - 5:00 pm

As today's businesses expand their operations across geographies, channels and partners, the role of the contact center continues to change. Beginning as a voice-only solution for handling customer calls, the contact center has evolved to encompass sophisticated skills-based routing and multichannel contacts that span from voice, e-mail and the Web to multiple sites located worldwide. In an increasingly complex and global business environment, more organizations are looking to extend the contact center to all parts of the enterprise so that customer needs can be efficiently addressed at any time, in any place and through any channel. It's clear that IP-enabled solutions are

IP Contact Center Strategies Track

fast offering innovative ways for contact centers to scale upwards and outwards — through the creation of "virtual" multisite networks, through enabling cost-effective outsourcing and by linking remote agents, to name a few benefits. But for most contact center managers, keeping costs in check is as important as advancing capabilities — no one likes to have to resort to "forklift" upgrades. What's the best approach to leveraging investments already in place, while also incrementally adding important IP functionality that will prepare your organization for the future?

Taming IP Telephony Expense Management

Wednesday, May 25 • 10:00 - 10:45 am

IP telephony brings companies a wide range of innovative technologies, compared with traditional telecommunications systems. One area of the older systems that needs to be addressed, however, is expense management. Expense management includes collecting and allocating costs associated with IP telephony assets and usage. This session will explore both technology and methodology differences between traditional and IP telephony expense management. This is especially important as organizations transition to IP telephony because their traditional and IP telephony expense management systems will have to coexist. It will present alternative approaches to collecting information on internal and carrier-based logical assets, physical networks and end-user assets, as well as usage information, in order to manage and allocate costs.

SPECIAL DOUBLE SESSION

IP Contact Center Shootout

Wednesday, May 25 • 2:00 - 3:45 pm

Come hear several industry leaders explain and debate the relative merits of their IP contact center solutions. Fashioned after Internet Telephony Conference & EXPO's successful long-running IP-PBX Shootout, this double session promises to be a lively, engaging session where industry leaders candidly discuss their products and their competition. This unique opportunity enables you to get live information directly from the "horses' mouths" as you will be given a the chance to ask the panel your own insightful questions.

Keeping the Customer Experience Seamless: Interoperability and Next-Generation Endpoints

Wednesday, May 25 • 4:00 - 4:45 pm

As interest in advanced endpoints, including IP phones, PDAs and pocket PCs, mobility devices and softphones, continues to escalate, there is an increasing demand that the customer experience remain seamless and consistent, regardless of whether a person is using a SIP-based client, a wireless device or a desktop phone. Come examine the issues of interoperability, specifically the delivery of enterprise-specific technologies and applications through traditional, IP and wireless infrastructures, to ensure consistent user experiences. Topics will include the proliferation of SIP in the enterprise, the emergence of SIMPLE and other standards-based technologies.

Exhibit Hall

Come See, Test & Compare The Latest Speech & IP Contact Center Technologies.

Exhibit Hall Hours:

Wednesday, May 25 1:00 - 6:30 pm

Thursday, May 26 11:30 am - 2:30 pm



Exhibit Hall activity captured at TMC's INTERNET TELEPHONY Conference & EXPO. TMC has been hosting successful technology conferences since 1986.

Come Find Solutions

- **Mobile Speech**
- **Speech Recognition**
- **Text-To-Speech**
- **IVR Applications**
- **Speech Development Tools/ Boards/APIs**
- **Tomorrow's Speech Applications**
- **Hosted IP Contact Centers Versus In-House**
- **ROI for IP Contact Centers**
- **Wireless IP Contact Centers**
- **Int'l VoIP Deployment**
- **Distributed IP Contact Center**
- **Upgrading Networks to Support IP Contact Center Applications**

Visit speech-world.com for Updated Exhibitor List

Contact Dave Rodriguez for information about exhibiting or sponsorships (203) 852-6800, ext. 146 or drodriguez@tmcnet.com

Attention Vendors:

On-Site Registration Hours

Tuesday - May 24 7:30 am - 5:00 pm
 Wednesday - May 25 7:00 am - 6:00 pm
 Thursday - May 26 7:30 am - 2:00 pm

Exhibit Hall Hours

Wednesday - May 25 1:00 pm - 6:30 pm
 Thursday - May 26 11:30 am - 2:30 pm

Your Paid Conference Plan Includes:

- All sessions and workshops for which you have registered
- All meals served on days in your plan
- All Keynotes and special sessions
- Online access to all conference presentations
- Unlimited Exhibit Hall access
- All networking receptions



Conference Session at TMC's INTERNET TELEPHONY Conference & EXPO. TMC has been hosting successful technology conferences since 1986.

4 Easy Ways to Register

1. **Online:** www.speech-world.com
www.ip-contactcenter.com
2. **Fax:** (203) 295-0172
3. **Phone:** (203) 852-6800 ext. 146
4. **Mail:** Send your registration form to:
Speech-World /IP Contact Center Summit 2005
TMC
One Technology Plaza
Norwalk, CT 06854 USA

Diamond Team Plan Buy 2 Full Conference Passes Get 2 FREE Save 50%

The Diamond Plan allows four delegates from your company to have unlimited access to all conference sessions, all keynotes, all meals, all networking receptions, all special sessions — everything that goes on at the event... It's All Access! Only \$1,995*.

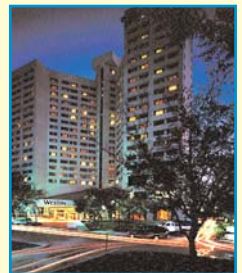
*\$1,995 for up to four employees from your location: less than \$500 per delegate. This promotion is first come, first served. Space is limited.
 *Early-bird rate. After 5/6/05, rate increases to \$2,395.

Visit speech-world.com for updated conference schedule, exhibitor list and registration.

Hotel Information

Make Your Plans Now to Stay at the Westin Park Central, Site of Speech-World and IP Contact Center Summit.

- Avoid the inconvenience and added expense of commuting from another hotel.
- Enjoy the luxurious amenities of the Westin.
- Capitalize on impromptu networking opportunities at the show hotel.



We urge you to contact the hotel right away and reserve rooms for your staff at the special Speech-World rate of **\$129**. Identify yourself as a show attendee to secure this special rate. Deadline for these special rates is 5/3/05.

Call Now to Reserve Your Rooms: (972) 385-3000

Westin Park Central Hotel
 12720 Merit Drive, Highway 635 and Coit Road
 Dallas, Texas 75251
 Phone (972) 385-3000; Fax (972) 991-4557
www.westin.com

Go to www.speech-world.com for fast, easy registration.

1 Pick the plan that best meets your needs.

	Early-Bird Thru 5/6/05	Standard After 5/6/05	Select Days
<input type="checkbox"/> Diamond Team Plan BEST VALUE! Includes 4 All Access conference passes for the price of 2.	\$1,995	\$2,395*	<input checked="" type="checkbox"/> Tuesday <input checked="" type="checkbox"/> Wednesday <input checked="" type="checkbox"/> Thursday
<input type="checkbox"/> Platinum Conference Pass Includes full access to all Speech-World and IP Contact Center events.	\$995	\$1,195*	<input checked="" type="checkbox"/> Tuesday <input checked="" type="checkbox"/> Wednesday <input checked="" type="checkbox"/> Thursday
<input type="checkbox"/> Gold Conference Pass Includes access to all conference events any single day including TMC University.	\$795	\$995*	<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday <i>Please Check One</i>
<input type="checkbox"/> VIP Exhibits Only Pass Includes access to the Exhibit Hall, keynotes and receptions.	FREE	FREE*	<input checked="" type="checkbox"/> Tuesday <input checked="" type="checkbox"/> Wednesday

It's Easy To Register

- Online:**
www.speech-world.com
www.ip-contactcenter.com
- Fax:** 203-295-0172
- Phone:** 203-852-6800 x146
- Mail:**
Technology Marketing Corp.
1 Technology Plaza
Norwalk, CT 06854 USA

*Additional \$100 fee applies to all onsite registrations.

2 Attendee Information

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

COUNTRY _____

PHONE _____ FAX _____

E-MAIL ADDRESS _____ (REQUIRED FOR CONFIRMATION)

3 Payment Information

Faxed Registrations Must Include A Valid Credit Card

Total Amount Due: \$ _____
(Payable in U.S. dollars drawn on a U.S. bank only.)

Check Enclosed, CT residents add 6% sales tax
(Make checks payable to: Technology Marketing Corp.)

Charge My: American Express MasterCard VISA

Card #: _____ Exp: _____

Signature: _____ (REQUIRED)

Program subject to change.
Visit speech-world.com for updates.

CANCELLATION POLICY:
Full payment is required prior to admittance to the conference. Registrations are transferable and non-refundable. Registrants may have a dollar-for-dollar credit towards any future TMC conference. Program and speakers are subject to change without notice.
TMC® reserves the right to use attendees' photos, images, company names & titles for future promotions.

Would you like to receive (continue to receive) *Customer Interaction Solutions*® magazine FREE?

Yes No
 Digital Print

Signature (Required) _____

Date (Required) _____



4 Please answer all questions. Incomplete forms cannot be processed.

1. BUSINESS TYPE (CHECK ONE)

- 1. CRM SOFTWARE DEVELOPER
- 2. OTHER SOFTWARE DEVELOPER
- 3. MANUFACTURING (COMPUTER, TELECOM)
- 4. MANUFACTURING (ALL OTHER)
- 5. COMPUTER OR TELECOM VAR,VAD, SYSTEMS OR NETWORK INTEGRATOR
- 6. WHOLESALING OR DISTRIBUTION
- 7. RETAILING (PRIMARILY CATALOG-BASED)
- 8. RETAILING (ALL OTHER)
- 9. TELECOMMUNICATIONS SERVICES
- 10. SPEECH TECHNOLOGY PROVIDER
- 11. IP CONTACT CENTER SOLUTION PROVIDER
- 12. TELESERVICE AGENCY/OUTSOURCERS
- 13. FINANCE/BANKING/INSURANCE/REAL ESTATE/LEGAL
- 14. ADVERTISING/MKTG/PUBLISHING/ MEDIA/ENTERTAINMENT
- 15. GOVERNMENT & MILITARY
- 16. UTILITIES
- 17. AVIATION/AEROSPACE
- 18. TRANSPORTATION
- 19. TRAVEL/HOSPITALITY
- 20. HEALTHCARE/MEDICAL
- 21. COLLEGE/UNIVERSITY
- 22. CONSULTING/TRAINING
- 23. OTHER BUSINESS/PROFESSIONAL SERVICE
- 24. OTHER (SPECIFY) _____

2. YOUR JOB DESCRIPTION? (CHECK ONLY ONE)

- CORPORATE/CALL CENTER MANAGEMENT
- 1. CEO/PRESIDENT/CHAIRMAN/OWNER
 - 2. EXEC VP/VP/DIRECTOR/GM
 - 3. CFO/CONTROLLER
 - 4. TELEMARKETING/SALES/FUNDRAISING MGR
 - 5. CREDIT/COLLECTIONS MANAGER
 - 6. CRM/CUSTOMER SERVICE MANAGER
 - 7. TECHNICAL SUPPORT/HELP DESK MGR
 - 8. TRAINING MANAGER
 - 9. OTHER SUPPORT MANAGER
 - 10. OTHER SALES/MARKETING MANAGER

- 11. OTHER CORPORATE/CALL CENTER MGR IS/IT MANAGEMENT
- 12. CIO/VP/DIRECTOR/CHIEF OF IS
- 13. TELECOM/DATA COMM/NETWORKING MGR
- 14. IP TELEPHONY/INTERNET/INTRANET MGR
- 15. SYSTEMS / SOFTWARE DEVELOPMENT MGR
- 16. SYSTEMS ANALYSIS/SYSTEMS INTEGRATION/ENGINEERING MGR
- 17. OTHER IS/IT MANAGER
- OTHERS
- 18. CONSULTANT
- 19. VAR/VAD/SYSTEM INTEGRATOR
- 20. TRAINING/EDUCATION
- 21. OTHER (SPECIFY) _____

3. TOTAL EMPLOYEES IN YOUR COMPANY?

- ALL LOCATIONS
- A. 10,000+
 - B. 5,000-9,999
 - C. 1,000-4,999
 - D. 11-999
 - E. 1-10

4. HOW MANY AGENTS ARE IN YOUR CALL CENTERS?

- A. 500+
- B. 251-499
- C. 101-250
- D. 51-100
- E. 0-50

5. DO YOU BUY, SPECIFY, RECOMMEND, APPROVE, RESELL, DISTRIBUTE OR INFLUENCE THE PURCHASE OF CALL CENTER, SPEECH, HELP DESK/CUSTOMER SUPPORT OR OTHER RELATED PRODUCTS OR SERVICES WORTH:

- A. MORE THAN \$5 MILLION
- B. \$1 MILLION TO \$4,999,999
- C. \$500,000 TO \$999,999
- D. \$100,000 TO \$499,999
- E. \$10,000 TO \$99,999
- F. LESS THAN \$10,000

6. DO YOU BUY, SPECIFY, RECOMMEND, APPROVE, RESELL, DISTRIBUTE OR INFLUENCE THE PURCHASE OF ANY OF THE FOLLOWING: (CHECK ALL THAT APPLY)

- 1. ACD/PBX/IVR/CTI
- 2. COMPLIANCE TECHNOLOGIES
- 3. CRM/CONTACT MANAGEMENT
- 4. CUSTOMER ANALYTICS SOFTWARE
- 5. CUSTOMER SERVICE/HELP DESK SOLUTIONS
- 6. DIALING EQUIPMENT
- 7. E-LEARNING/TRAINING
- 8. ERP
- 9. FIELD SALES SOFTWARE
- 10. HEADSETS
- 11. IP CONTACT CENTER
- 12. KNOWLEDGE MANAGEMENT
- 13. LOGGING & MONITORING
- 14. OFFICE ERGONOMICS/FURNITURE
- 15. OUTSOURCING/TELESERVICES/ OFFSHORING
- 16. PERFORMANCE ANALYTICS
- 17. SITE SELECTION/ECONOMIC DEVELOPMENT
- 18. SPEECH TECHNOLOGIES & SOLUTIONS
- 19. WEB BASED SERVICE (SELF SERVICE, CHAT, SUGGESTION ENGINES, ETC.)
- 20. WORKFORCE MANAGEMENT
- 21. 3RD PARTY REMOTE CALL MONITORING
- 22. AGENT REWARDS/INCENTIVES
- 23. LIST SERVICES/DIRECT MARKETING
- 24. REFURBISHED EQUIPMENT
- 25. VISUAL MONITORING/REPORTING

7. I WILL BE BUYING, SPECIFYING, RECOMMENDING, RESELLING OR INFLUENCING THE PURCHASE OF ONE OR MORE OF THE ABOVE PRODUCTS SERVICES (PLEASE CHECK ALL THAT APPLY)

- A. 1-6 MONTHS
- B. 7 MONTHS-1 YEAR
- C. MORE THAN 1 YEAR



SPEECH- WORLD™

Conference Program Brochure

Conference & EXPO • Conference & EXPO • Conference



May 24-26, 2005 • Dallas, Texas USA
Westin Park Central Hotel

Co-Located With:



Technology Marketing Corporation
1 Technology Plaza
Norwalk, CT 06854 USA

Diamond Sponsor



Platinum Sponsors



Gold Sponsors



GOLD SYSTEMS



Silver Sponsors

LATIGENT

