

PRESS RELEASE

Telephonetics VIP improves the caller experience with enhanced call triage functionality

1st March 2010, Hemel Hempstead, UK - [Telephonetics VIP](#), the speech automation and data integration specialist, today reveals further enhancements to its already feature-packed contact centre solution, by bringing an end to repeat questioning of the caller.

It's a simple fact that callers dislike repeating themselves, it leaves them frustrated. Being taken through an automated system, asked for various pieces of information and then forwarded to an agent, only to be asked for the same information again is pet hate number one for virtually everyone.

[Telephonetics VIP](#)'s ContactCentre 59R uses call triage to determine the needs of the caller and gather information and rapidly transfer them. When the caller is connected to an agent the information is also relayed so that the customer does not have to repeat anything and enjoys better service as a result. The information can also be used to pull further details from a CRM or data management system negating the need to ask further questions which the caller has already answered, repeatedly. The contact centre also saves agent time because they have no need to spend time asking questions and can get on with giving the caller what they want; first contact resolution and a truly integrated caller experience.

Craig Scott, Chief Technology Officer at [Telephonetics VIP](#) comments: "The idea behind call triage is very simple: get the caller to where they want to be, quickly and efficiently; never ask them the same question twice; and focus on the needs of the caller above all else. We've built these concepts into our products so that contact centres can now have a tool that makes this problem (which has plagued the industry for far too long) easy to solve."

Telephonetics VIP are holding an online masterclass for call triage on Wednesday 3rd March 2010 at 11:30. Register online at www.telephoneticsvip.co.uk/events.

– ENDS –

About [Telephonetics VIP](#)

[Telephonetics VIP](#), which is part of Telephonetics plc, is a leading provider of speech recognition and voice automation solutions. Offering diverse automation solutions and deployed across 20,000 telephony channels, [Telephonetics VIP](#) uniquely processes over 35 million minutes of speech recognition per annum, via its carrier-class resilient platform in both hosted and customer premises solutions.

Drawing on over 16 years of understanding how people interact over the telephone, [Telephonetics VIP](#) offers a range of customer-focused solutions, covering even the most demanding environments, and delivering real business benefits to all its customers. With innovative solutions for speech self-service, mobility, outbound messaging, emergency notification and business continuity [Telephonetics VIP](#) has built a large customer base. This includes 80% of the major UK multiplex cinemas, over 60% of the NHS acute health trusts, more than 50 local councils and emergency service operations, along with significant financial and legal company representation.

TELEPHONETICS PLC

Telephonetics plc (TPH.L) is a UK-based speech recognition solutions company. The Group was listed on the London Stock Exchange's AIM market in July 2005.

For further information please contact:

[Telephonetics VIP](#)

Melissa Bendon, Marketing Communications Manager +44 (0)1442 242 242

melissa.bendon@telephoneticsvip.co.uk