Intelligent customer service through language and speech technology at Vodafone Hungary

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About Vodafone

Vodafone is the **world’s largest** mobile communications company by revenue

Dimensions:

- **5 continents**
- **85 000 employees**
- **Group Revenue £45 billion**
- **341 million mobile customers**
- **31 million mobile internet users**
About Hungary and Vodafone Hungary

• Total mobile customers in Hungary: 11.8 million, incl. 1.1 million mobile data
• >100% penetrated market, strong competition
• Vodafone is a highly recognised company

We proudly support the 3 times Olympic Champion Men’s Waterpolo Team

Innovation Award (2009)
National CSR Award (2008)
Best of Call Centres Award 2010
Network Excellence Awards (2010)
Customer Service Excellence in Call Centre and Shops (2010)
Vodafone Hungary contributes to the success of
Unmatched Customer Experience – the heart of our strategy

To provide an experience that is unique on the market, beyond customer expectations and telecom services, to ensure admiration, loyalty and recommendation of Vodafone

Some examples:

- Customer Obsession Wall
- Gifts sent by call centre agents
- Thank you SMS following the call to call centre
- Call the Customers program
Defining the next step

Unmatched Customer Experience building blocks

Great people

Innovative technology

Optimised processes

INTELLIGENS ÜGYFÉLSZOLGÁLAT
Key business expectations

Our ultimate goal: to build long term differentiation through language and speech technology to provide Unmatched Customer Experience.
MonSpeech project phases

**Project start**
- First status meetings, call center visit, listen to inbound calls
- Brainstorming, sophisticate needs and ideas
- Ensure technical requirements

**Preparation phase**
- Specification of exact scope
- Interviews with agents and stakeholders
- Creating/testing the capability of word recognition in different contexts (with already 50% success rate)
- Developing the business applications

**Transcribing**
- • Transcribing more than 200 hours of calls
- • Developing acoustic models
- • Teaching the system
- • Specifying the exact scope
- • Interviews with agents and stakeholders
- • Creating/testing the capability of word recognition in different contexts (with already 50% success rate)
- • Developing the business applications

**Pre-build phase**
- Project evaluation

**Timeline**
- May 2010
- June 2010
- Sept 2010
- May 2011
- March 2012
MonSpeech project participants

Excellent co-operation among academic researchers, development partners and an industrial user
The MonSpeech project – fact sheet

• With European Union funding the MonSpeech project is realised by MONTANA Knowledge management Ltd. as beneficiary
• ID: GOP-1.1.1-09/1-2009-0068
• Total cost: 336,000,000 HUF (~ €1,221,000)
• Project funding: 218,400,000 HUF (~ €794,000)
• Project timeframe: 04.01.2010 - 03.31.2012
• For more details see: www.montana.hu
Thank you for your attention!

Visit the Monspeech demo at the META-Exhibition!
(Booth No.2 in Room Margit)