

SynVocallSM – UK's First Speech Driven Call Reporting System

DENDRITE Inc. guides biopharmaceutical and healthcare companies globally to greater business success by accelerating the adoption of advances in healthcare around the world. DENDRITE accomplishes this by designing, building and supporting a wide range of knowledge-based solution sets, that bring together leading-edge technology, proven data management competence, a full range of specialist services and over 30 years of healthcare expertise. Its comprehensive, global solutions include pharmaceutical Customer Relationship Management (CRM) and eBusiness applications, interactive marketing, server and database management, dedicated local help line support, training, telemarketing, sample management, and product-recall services.

DENDRITE was looking for a solution on behalf of their customers that would enable them to streamline the productivity and efficiency of field sales forces. The obvious answer was to reduce sales personnel's paper work and find an easier way to keep information updated regularly in a central data system. The solution needed to be simple to use, secure and cost effective.

Using a telephone to enter information seemed the most obvious solution. However, operating a contact centre to take these calls and enter the information on behalf of the sales representative would be expensive and difficult to maintain consistency in reporting. The alternative to a live contact centre was to create an application using state of the art speech recognition technology that could gather and input information into a central database in a standard and structured format.

DENDRITE approached Broca Networks, a speech recognition application provider, to create a specifically designed application that would free representatives from using paper/computers/PDA's to record call contact and administration information. SynVocallSM was the result.

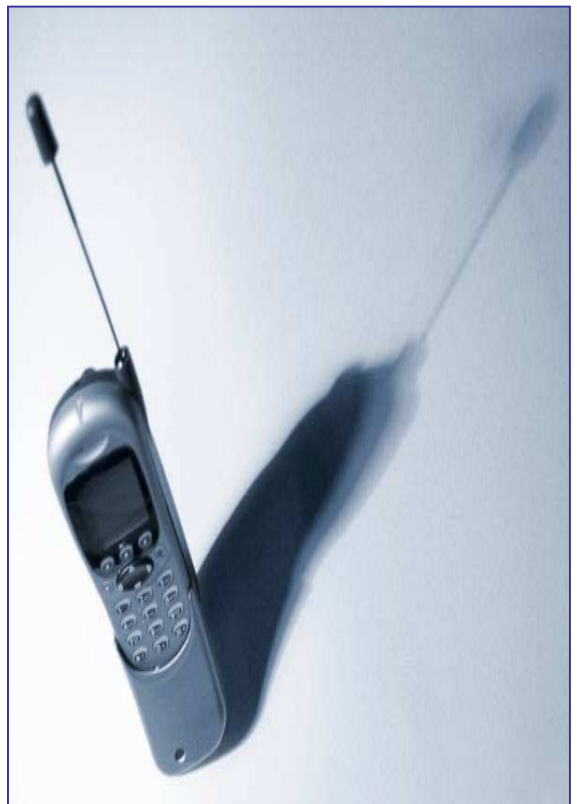
The System & Benefits

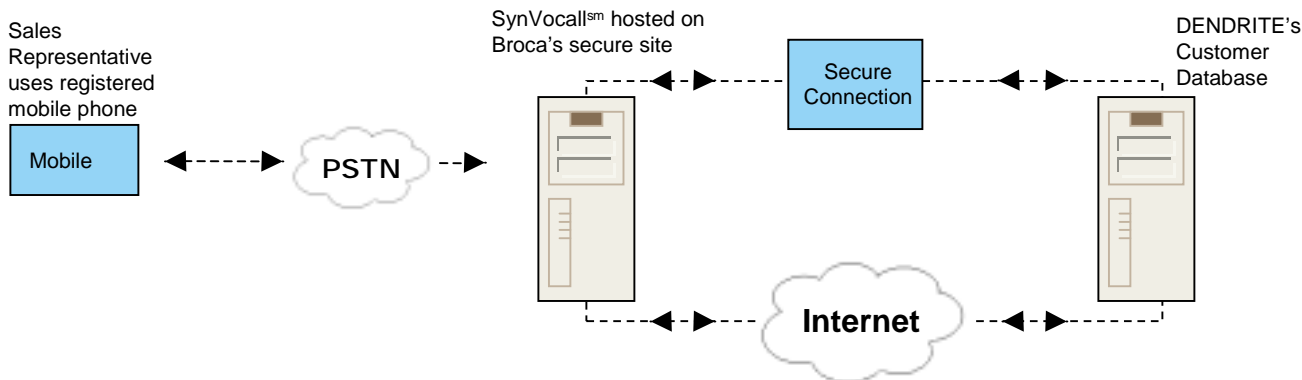
DENDRITE required a speech technology driven reporting application that first and foremost, would maximise productivity and efficiency of DENDRITE's customers' healthcare sales forces.

The application (SynVocallSM) designed and now deployed allows the user to enter reports directly into the corporate database over the telephone.

Using speech recognition and text to speech software, Broca created an application where callers are guided through a cleverly designed set of dialogue options enabling them to input information accurately and efficiently. The deployment of this system eases the paper work loads of sales employees and enables management to have immediate access to sales call, meeting and administration reports.

The benefits DENDRITES customers gain from deploying SynVocallSM are: increased productivity, providing a unified solution for mobile workers (at minimal cost); improved customer service (through faster response and efficiency); controlled access (so staff can be limited to information available to them on a need to know basis); and the flexibility to add or remove users as needs evolve.





Set Up

SynVocallSM does not require any investment by the customer in expensive equipment to set up and operate. All that is required to access the system is a registered phone and a PIN. Users can be added and removed within minutes, as and when required. Minimal training is required to use the system to keep in line with a simple and efficient method of inputting data.

SynVocallSM works with existing applications and infrastructure to leverage IT investment, and no major infrastructure changes are required.

The Technology

SynVocallSM is the first voice call reporting service designed specifically for the pharmaceutical sector, using both advanced speech recognition and text-to-speech technology. The user dials in and the call is answered at Broca Networks' secure hosting centre. Callers are identified by their designated telephone number and then use a PIN to enter the system; the caller's speech is converted into text and entered directly into the corporate database. Information is repeated back using recorded prompts and a text-to-speech engine to ensure the data collected is correct. After submitting sales call, meeting and administration reports, the caller hangs up. This information is immediately available to those requiring access. The speech recognition software is compatible with 27 languages.

The service uses VoiceXML, the emerging standard for voice-recognition applications throughout the world.

About Broca networks

Broca designs, deploys and hosts cost effective speech technology solutions to fulfil key business needs. Broca is focused on delivering robust and scalable applications and services for our customers in the areas of Enterprise Efficiency, Contact Centres, and the VoiceWeb. Broca provides a full service from project identification, analysis, design, deployment, hosting and maintenance.

At Broca, speech recognition is seen as a natural and essential progression in communication. Current speech technology provides a robust and scalable solution for business requirements across most industries. Broca Networks has developed a framework that enables customers to apply speech technology to deliver real solutions that will increase efficiency in day-to-day business. Speech driven applications and services offer an additional and effective channel to market, maximising service offerings to customers, suppliers and employees.

Broca Networks was established in 2000 and listed in the Sunday Times Tech Track "One to Watch" 2002