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## News

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### SpeechCycle Rich Phone Applications Process 50 Million Automated Calls

*Leader in connected SaaS applications expands enterprise speech into new markets*

**NEW YORK, NY – March 31, 2008** – SpeechCycle Inc., the award-winning connected SaaS innovator for the enterprise, has now automated more than 50 million natural language contact center interactions using its Rich Phone Applications (RPAs). SpeechCycle currently automates customer support calls for four of the top five cable service providers in the US and is expanding into new markets.

"When many in the industry were still questioning whether or not speech technology was even viable as a user interface for enterprise applications, SpeechCycle was already automating one of the most demanding customer service areas -- Triple Play technical support for cable subscribers. Better yet, we deliver connected speech through our highly scalable and flexible SaaS model," said Zor Gorelov, SpeechCycle CEO.

Having already scaled the SpeechCycle rich phone application (RPA) model for 'Triple Play' (voice/video/data) technical support, SpeechCycle has now begun to expand into new industries that benefit from connected speech applications that seamlessly integrate natural language dialog systems with enterprise applications and transactional business processes. SpeechCycle's connected speech applications are helping a leading telecommunications service provider to enhance its overall customer care experience.

"By providing a SaaS-based voice application development and runtime environment that seamlessly connects with enterprise support, billing, provisioning, diagnostics, web and CRM applications, something we refer to as 'rich phone applications', we can offer breakthrough value for existing and emerging new speech markets," Gorelov said.

## **About SpeechCycle's SaaS-Based Rich Phone Applications**

SpeechCycle Rich Phone Applications (RPAs) integrate customizable voice user interfaces with enterprise applications and web services to deliver an immersive caller experience that is a generation beyond traditional natural language dialog systems. RPAs represent the future of enterprise and mass consumer speech applications, connecting web, ERP, CRM, contact center, commerce and other transactional systems with a highly scalable, on-demand SaaS environment that enables rapid time-to-value for phone-based initiatives.

### **ABOUT SpeechCycle**

Founded in 2001 and venture-funded, SpeechCycle services power innovative voice-based applications for more than 50 enterprise deployments across more than 35 contact centers in North America and around the world. With hundreds of millions of minutes of phone-based user interactions processed through the SpeechCycle service to date, SpeechCycle is in the vanguard of a new generation of on-demand speech innovators, delivering strategic customer value that speaks for itself. For more information go to [www.speechcycle.com](http://www.speechcycle.com).

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