



a speech solutions and services company

You don't get a second chance to make a first and lasting impression. That's why it's so important for every customer contact not only to meet, but also to exceed, your customers' expectations. As the call center continues to play a central and strategic role for many businesses, the need to provide better customer service at a lower cost is paramount. For many, speech is the answer, because it enables companies to automate more calls, driving significant cost savings and service improvements.

Automating a transaction, however, is only half the story. The overall success of any speech application is determined by your callers' perception of the total interaction. At Versay, we call this critical success factor the caller experience. "Self service" doesn't mean that your callers should be mired in layers of touch-tone menus, endlessly punching buttons. The experience should be intuitive, accurate, effortless, engaging....in other words, **compelling**. It's simple. A compelling caller experience propels rapid user adoption, which translates into a strong return on investment.

Versay is committed to helping companies replace aging proprietary IVR systems with conversational speech solutions. Our solutions are based on two fundamental principles: that the caller experience is the most important success factor, and that open standards, such as VoiceXML and SIP based VoIP, provide the greatest flexibility, control, and investment protection. We leverage these standards to ensure that the application is independent of the underlying platform, thus maximizing portability between hosted, premise based, and blended deployment options.

Versay provides speech solutions and services that deliver a compelling caller experience and a tremendous return on investment.



our team

Our consultants have proven expertise in directed dialog and SLM-based, natural language speech recognition, text to speech, and biometric voice authentication. Our Voice User Interface (VUI) expertise leverages experience in human dialog, cognitive linguistics, and human-machine interfaces. And, our technical knowledge encompasses SIP-based VoIP, VoiceXML, J2EE, NET, web services, CTI, and voice analytics.

our history

Versay is a subsidiary of Vail Systems. Vail builds, hosts, and manages enhanced telephony application services. The company's distributed, fault-tolerant SIP platform has handled hundreds of millions of phone calls for a variety of applications, including outbound notification services, conferencing, enterprise call routing, and IVR systems. Additionally, Vail's services are supported by 24/7 network monitoring, real-time reporting, and web-based application management.

consulting services

Versay offers a wide range of consulting services to support the full lifecycle of a speech solution. We believe in supporting our clients to the degree they desire, ranging from the delivery of turnkey solutions to collaborative development and mentoring. Our services include:

- **Speech Strategy**- defines a plan of action for your speech initiative, based on comprehensive business and technical analysis
- **Voice User Interface (VUI) Design**- outlines a comprehensive dialog specification that illustrates features and functionality, call flow logic, and persona
- **Development**- end-to-end application development using speech and other technologies
- **Optimization**- improves the caller experience of an operational speech application to increase call completion rates and customer satisfaction levels

pre-built applications

Versay's applications are viable for any company that interacts with its employees, partners, and customers over the telephone, in industries ranging from financial services to retail to utilities. Each one of these proven, pre-built applications can be used as a stand-alone service, or in conjunction with other complementary speech applications. Our applications include:

- **Address Change**- lets callers change their address using voice commands
- **Locator**- gives information and/or routes callers to the closest agent or store location
- **Password Reset**- provides self-service password reset over the phone using voice biometrics for highly secure user authentication.
- **Survey**- conducts automated customer and employee surveys over the phone
- **vPortal**- centrally automates and routes local calls placed to geographically dispersed stores by responding to spoken requests and utilizing a nationwide VoIP network