

## Altron Investors Day 2009

Michael Renzon  
Intellica



**BYTES TECHNOLOGY GROUP**  
IT Services for the Enterprise

## Intellica by the Numbers

- 95** 95% SA market share speech and self-service
- 70** Largest Contact Centre focused Employee base in SA : 70+ Employees
- 30** In excess of 30 SA Blue-Chip Customers use Intellica
- 4** 4 successive years of 100% year-on-year revenue growth
- 3** 3 of the 4 largest SA Banks use Intellica  
3 of the 4 SA Telco Operators use Intellica  
3 of SA's leading Airlines/Airports use Intellica  
Customers in Africa, India and the UK
- 1** Intellica awarded Genesys Best EMEA Partner 2008: Africa region  
Genesys New Partner of the Year EMEA 2007  
Nuance Partner of the Year 2007 UK, Ireland, and SA  
Fastest growing and most innovative company in the SA Customer Interaction Management and Contact Centre provisioning industry



## Think Innovate Deliver

*"Think Innovate Deliver"*

## Specialised Solutions

### *Speech Self-Service*



- 95%+ market share in speech-self-service in SA
- Nuance Partner of the Year 2007 UK, Ireland, SA
- 90%+ VoiceXML self-service market share in SA
- SA Network Operator Leader with in excess of 6000 ports across Telkom SA, Vodacom and Cell C
- Largest Network IVR deployment in the Southern Hemisphere
- Telephone and Speech banking at 3 of 4 of the largest SA Banks
- First and only company to take Speaker Verification to Market – FNB, MTN Banking, Vodacom and Momentum
- International recognition and projects – Reliance India, Vicorp UK, Genesys EMEA

## Managed Services and CCOD



- In 2004 Intellica became the 1<sup>st</sup> company in SA to deliver and deploy a Contact Centre on Demand (CCOD) solution using CosmoCom, the global market leader in Telco Network Operator CCOD technology
- Today we have perfected the CCOD Managed Services technical and commercial model. Intellica is Telkom SA's Managed Services delivery partner
- Rolled out Telkom's Network IVR (NIVR)
- Large-scale roll-out of Telkom Hosted IP Contact Centres in February 2009
- Intellica's delivery of CCOD and its importance to the BPO Sector acknowledgements :
  - Contact in Gauteng (CIG) – Leading Innovation 2007
  - BPESA (National) – Leading Innovation 2007

*Clear Differentiation*

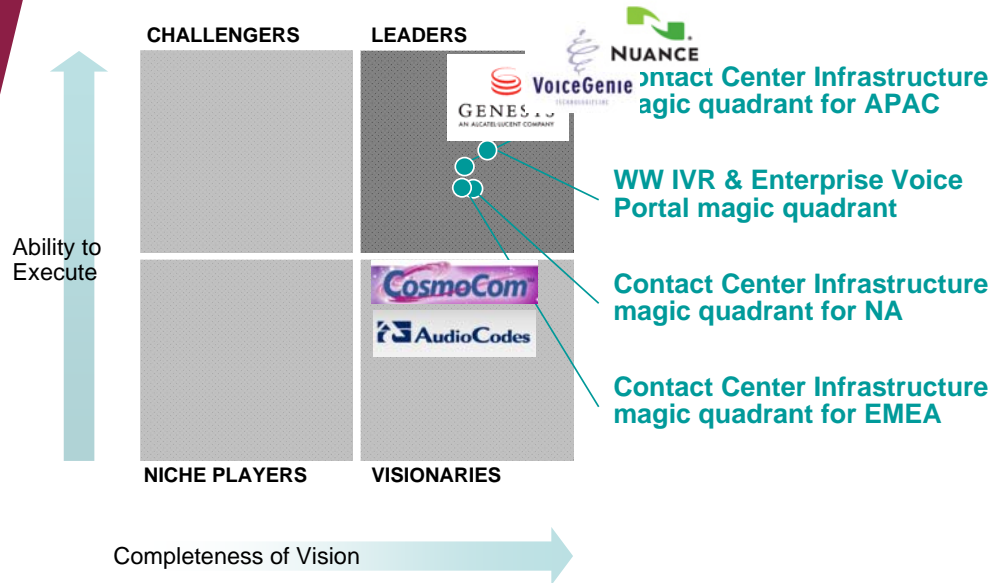
## the Dynamic Contact Centre



*Mindshare*

# Recognized Product Leadership

In Gartner's leader's quadrant position in all categories



## Intelleca Customers

### Telco



### Banking



### Insurance



### Other Sectors



# Vodacom



- MRCP / CCXML / SIP / VoiceXML Self Service
- 4200 IVR Ports, Speech Reco, Speaker Verification
- 22 Million calls a month
- "Zero-Out" Natural Language Call Routing
- Emergency Messaging, IVR Framework
- Genesys Multimedia Contact Centre – Email, Fax, Content Analysis
- Genesys CTI Toolbar Project – 3000 agents

# Intelleca Customers

## Telco



## Banking



## Insurance

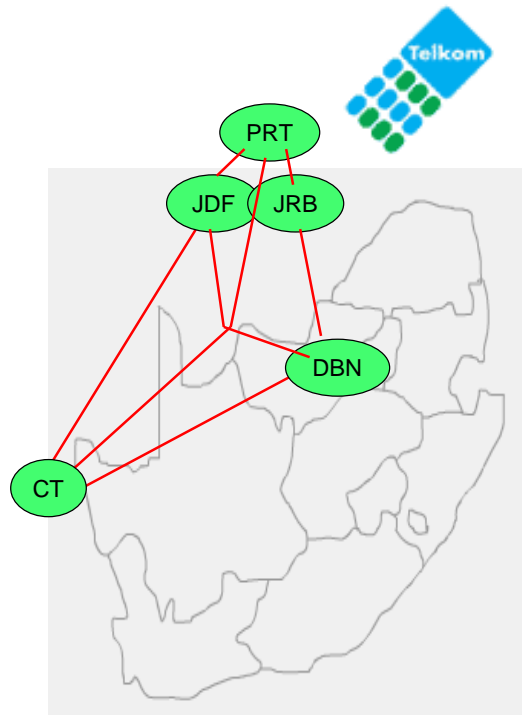


## Other Sectors



# Telkom South Africa Network IVR and CCOD

- 3 year RFP Process
- Intellica awarded: VoiceXML, Speech Reco, TTS and Speaker Verification contract
- Next Generation Solution – VoIP
- Hosted Contact Centre on Demand - CCOD



# Intellica Customers

## Telco



## Banking



## Insurance



## Other Sectors



# Standard Bank



- The Achievement Award Africa and the Middle East was won by Standard Bank in 2007 at Nuance Conversations held in Cannes
  - Using Intellica ZA English Language Pack provided Standard Bank Speech Banking Customers with a transaction completion rate of over 90%.
- Virtualisation in the Call Centre using Genesys Intelligent Routing enables the solution to “view” resources at either of the two Standard Bank Contact Centre Sites and “push” calls to the appropriate resource.
  - This has given Standard Bank the ability to spread its resources equally across both sites and in so doing benefit from unified management views but separate geographical presence.

# Intellica Customers

## Telco



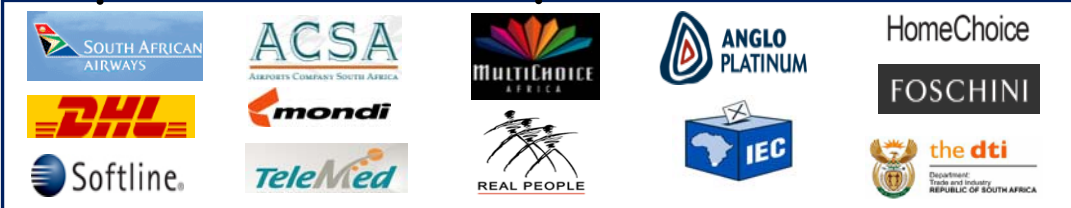
## Banking



## Insurance



## Other Sectors



# SAA: Case Study

- System deployed in preparation for union strike: 3 day deployment
- Flight Information System – managed 30 000 calls in 1<sup>st</sup> week
- Phase 2:
  - Voyager
  - Reservations
  - Trade Support
  - Customer Complaints
- Customer Segmentation was critical
- Call pre-screening – capturing flight details
- Number tickets
- CTI (IVR and Agent Desktop)
- Credit Card Processing
- Customer Survey



# Intelleca Customers

## Telco



## Banking



## Insurance



## Other Sectors



# MultiChoice

- Automated Technical Assistant
- Balance Enquiries, Decoder Resets, Marketing / Special Offer
- Deployed within 7 days due to unexpected satellite feed protocol change
- Integrated with Aspect, CRM and Back-End, Microsoft CCF
- Following launch system successfully automates in excess of 75% of technical problems using speech
- 500 port Platform Migrated to Voice over IP (SIP)



# Intelleca Customers

## Telco



## Banking



## Insurance



## Other Sectors



# Healthcare Customer

- Genesys Contact Centre – Full Dynamic Contact Centre
  - Dynamic Routing
  - Distributed virtual contact centers
  - Infomart – Business Intelligence
  - Integrated Workforce Management
  - CTI Integration
- Full intelligent Customer Front Door
  - VoiceXML Self Service
  - Profiling
  - Segmentation
  - Natural Language Speech



# Intelleca Customers

## Telco



## Banking



## Insurance



## Other Sectors



From Here....

