



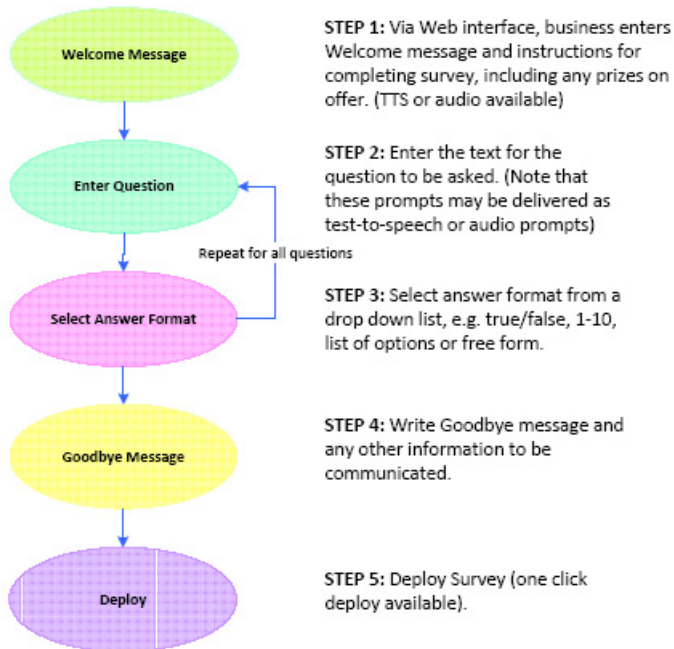
## Entertainment Portal

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### **Speech Recognition Solutions for One-Off Events and Continuous Entertainment Products**

Whether you are running a one off event, promotional campaign or survey, or a venue offering continuous entertainment options, you want to make information about that event available as widely as possible. What better way than offering an automated phone service. Telephones and speech are still the most popular means of communications and the mobile phone has added another dimension in terms of convenience. The Inference Speech Portal groups together a range of pre-packaged natural language speech recognition solutions that, for example, allow callers to find out about events, purchase tickets, or send event reminders to registered users. Organizations can choose to implement one or many of these packages as they bolt together seamlessly.

### Inference Communications Survey Package



Inbound or Outbound Survey's maybe be implemented by the organization, quickly and easily following the simple 5 Step Process outlined above.

*This is available as a fully hosted, out of the box service. Calls maybe processed by the SmartSpeak Platform which is configured for optimal performance and is fully redundant.*

#### Pre-packaged Modules Include;

- **Ticketing**
- **Timetabling**
- **Special Events**
- **Survey**
- **Promotions**
- **Others** (contact Inference)

#### Who are Inference Communications?

Inference Communications is a provider of sophisticated speech recognition solutions. Speech recognition is being used by businesses to automate a whole range of transactions. The benefits of speech recognition (when done well) include:

- An affordable means of offering 24\*7 services
- A repeatable scalable service
- Easy access for mobile customers
- A source of rich customer data
- A flexible service that is easily maintained

Inference solutions are special because they are developed and maintained with award winning technology that is exclusive to Inference.

[www.inferencecommunications.com](http://www.inferencecommunications.com)

#### Example: Telephone Competition Hotline Package Benefits

- Supplied with web interface that allows organization to change questions real time
- May be implemented using Text-to-Speech or Recorded Audio
- In built reporting
- Natural Language interactions allowed
- Maybe slightly changed every day if required
- Opportunity to implement 'an entertaining' call flow that reinforces brand
- Facilitates the collection of valuable customer information