

# Gold Systems talked to Tellme.

And helped Microsoft save millions of dollars

Microsoft wanted to update their core customer service IVR. An outdated, inflexible architecture restricted Microsoft's ability to innovate and deliver system enhancements. What's more, the current design was costing them millions of dollars in unnecessary agent costs due to poor call handling and customer routing. They turned to Gold Systems, with more than 15 years of experience building voice applications for Global 1000 companies.

## Efficient customer experience

Gold Systems stepped in with a custom voice-driven solution built on the Tellme platform that improved routing accuracy and shortened the average call length for customers. Taking advantage of Tellme's advanced speech recognition services, superior audio (with a new voice talent), and open-standards call management, they quickly delivered a streamlined application that serves 10 million customers a year, getting them to the right representative the first time.

## Millions in savings

Microsoft expects to save \$17M in agent talk time alone. Callers benefit as well: they'll never hear a busy signal, even on the busiest day of the year, and they get an experience that makes them feel like a valued customer. By partnering with Tellme, Gold Systems and Microsoft ensured easy delivery of future performance enhancements, CRM integrations and reporting services.

## Why Tellme?

### Obsessed with experience

- Patented 3G concatenation
- Massive, licensable grammar and audio libraries
- Dedicated continual refinement staff

### Carrier-grade reliability

- Capacity on demand, over 2 billion calls a year
- Geographical redundancy, managed by a 24x7x365 NOC
- Deep carrier TDM and VoIP integration

### Free upgrades for life

- Zero downtime for platform upgrades
- Advanced, on-demand feature sets
- Open-standards compliant VoiceXML engine

### Change the conversation

[www.tellme.com/partner](http://www.tellme.com/partner)

**Tellme.**  
A Microsoft Subsidiary



**GOLD SYSTEMS**

a Tellme partner