

Industrial needs in speech and language technology

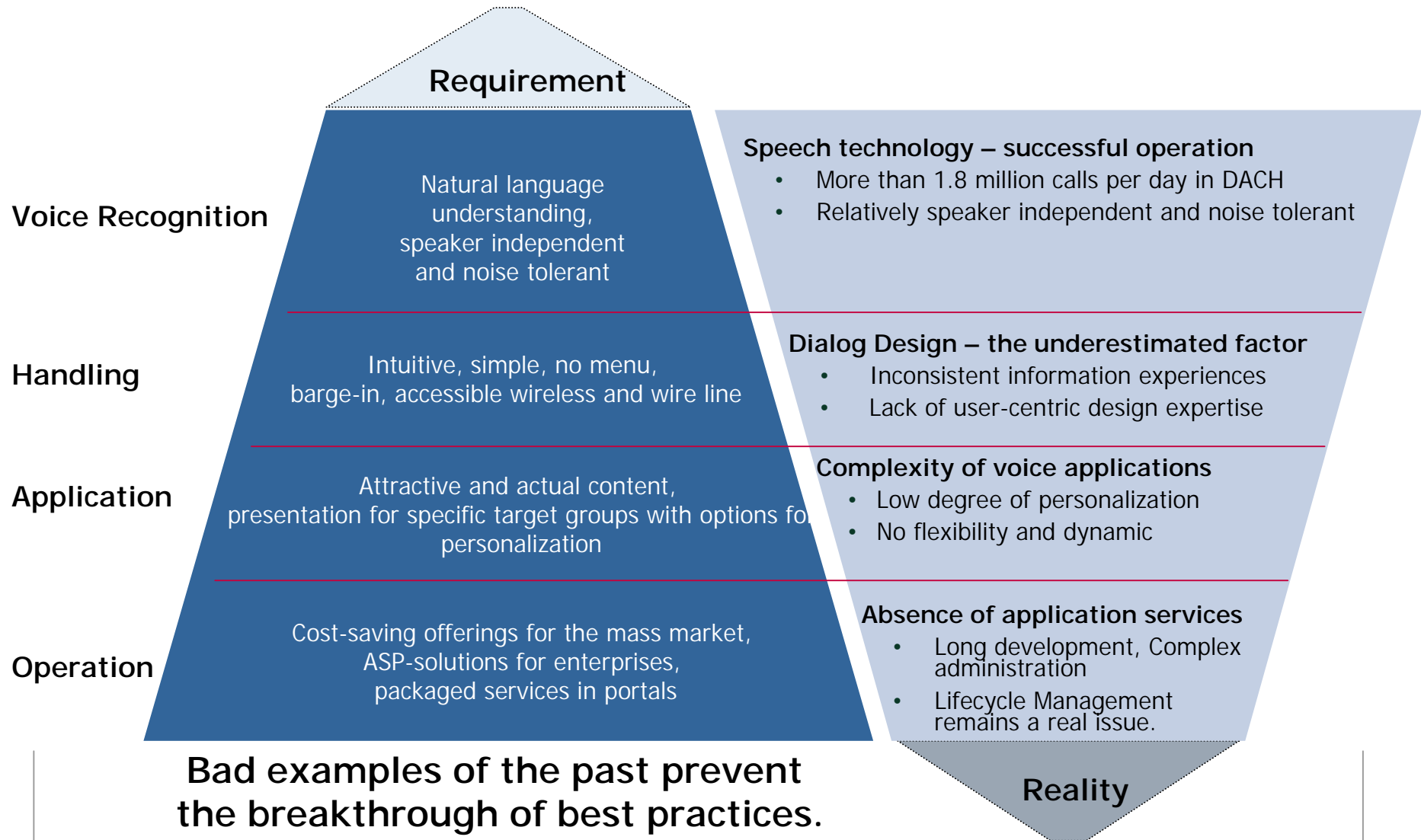
Voice Applications put to the Test

Drawbacks of the past and key action items for
Technology and Service Suppliers

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Bernhard Steimel

Voice applications reality and requirements

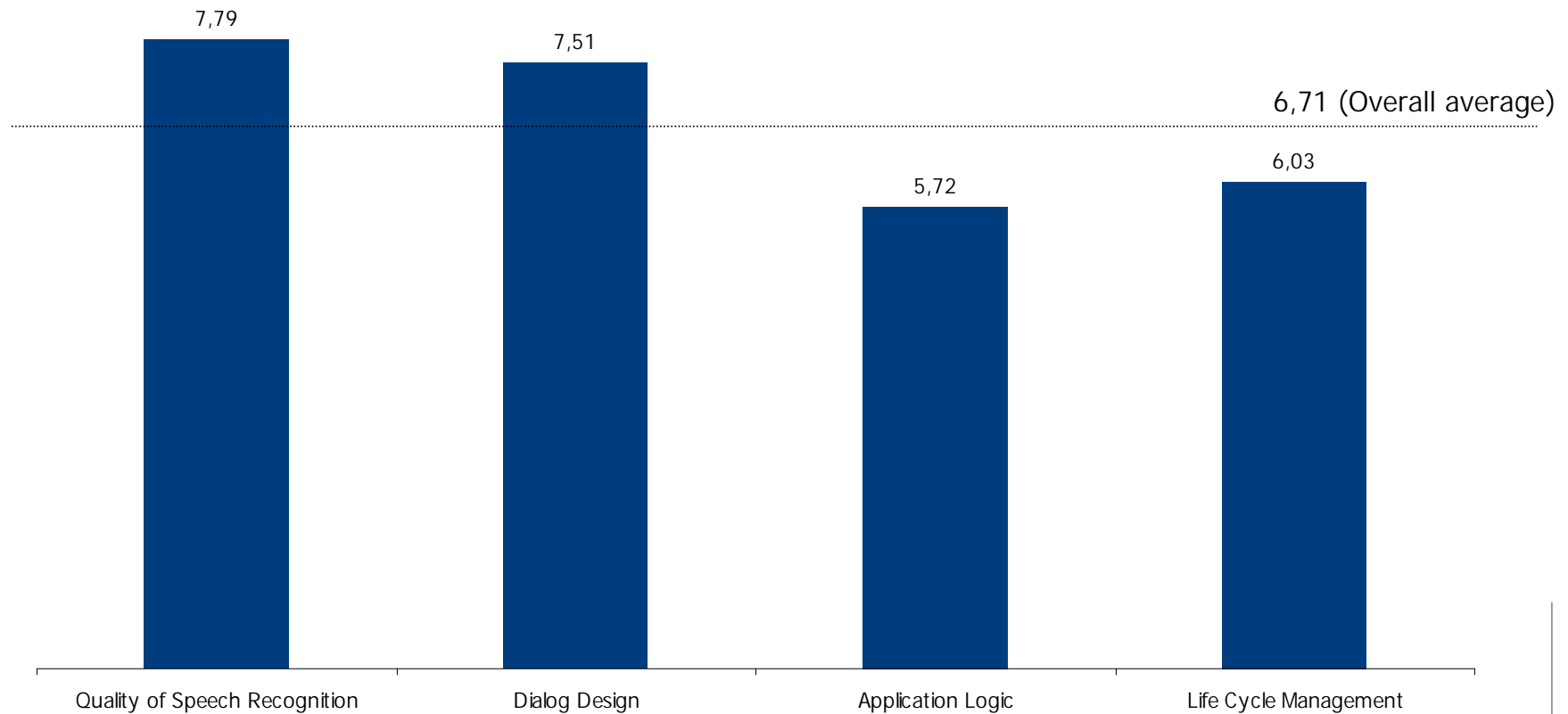


Success Factors

- The quality of speech recognition and user-centric dialog design are the main success factors

Question: What are the main success factors in the implementation process?

(Score from 1(low) up to 10(high))



Recommendations for Technology and Service Suppliers

- Improve the speech applications with high market penetration but poor dialog design
 - Provide one-stop solutions and support guarantees
 - Promote open standards with standardized interfaces for a high degree of interoperability and integration
 - Develop expertise and rules in dialog design with continuous monitoring of user behavior and online tuning of speech applications
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- **Present best practices, exchange information about experiences, and develop key performance indicators for benchmarks**

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Bernhard Steimel is chairman of m|i|n|d Business Consultants in Düsseldorf, Associate Partner of *Strateco* und member of the Advisory Board of the M&A Consultancy *syncap*, Frankfurt. Since May 2000 he worked with *Heitzig Consult* for Network Operators and system integrators in various business development projects.

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