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Industry News

Salesforce.com and Genesys Join Forces. TuVox Talks for Tivo. SARS Work-Around: Global Virtual Conference. CallXpress now Plays Dominoes.

08/05/2003, 6:00 PM ET

Salesforce.com and Genesys Join Forces

Salesforce.com, a successful ASP in the CRM space, has announced a strategic partnership with Alcatel subsidiary Genesys Telecommunications Laboratories (Daly City, CA - 888-GENESYS, www.genesyslab.com).

Genesys' contact center software will be integrated with salesforce.com. The combined solution will, among other things, let service provider 800-number hosts offer both Genesys' call routing functionality and browser-based screen pops to agents in multiple sites.

TuVox Talks for Tivo

TuVox (Los Altos, CA - 650-623-0210, www.tuvox.com) has landed Tivo, the divital video recording juggernaut, as a customer for its speech-enabled, linguistically sophisticated self-service voice platform. TuVox's machine- and human-powered tools extract and compose speech-recognizing conversational dialogs from Tivo's knowledge bases, the same source material that customers use for self-service queries on the web.

The resulting virtual agents, (plus extensive recordings) offer an extensive library of answers for customer's spoken inquiries on hundreds of frequently-asked questions, and provide step-by-step procedures for many common tasks. Speech-recognized pause, resume and repeat commands give callers control over phone-delivered instructions.

TuVox "Conversational Voice Response" includes innovations such as automated topic identification and grammar generation and reduces by up to 10 times the coding required with traditional approaches.

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SARS Work-Around: Global Virtual Conference

When SARS travel embargoes prevented 500 globally-dispersed sales personnel, field application engineers, partners and distributors from meeting in Shenzhen, China in May, Xilinx, makers of programmable logic chips and platforms, found another way to pull off its training event. Xilinx rented virtual meeting space and presentation tools from Centra Software (Lexington, MA - 781-861-7000, www.centra.com) and audioconferencing from Intercall (Chicago, IL - 773-399-1600, www.intercall.com). Centra's web collaboration and VoIP conferencing system delivered on-line training in real-time, from an English-speaking presenter in Tokyo. The English presentation was delivered over Centra's VoIP server and clients; a simultaneous audiconference took PSTN feeds from simultaneous interpreters in Japanese, Mandarin Chinese, and Korean. An English audioconference was set up to accommodate attendees who did not use the VoIP channel, but was discontinued after one day, according to Xilinx's sales training manager, Patrick Kane, because no one used it. "Some attendees in India had only a 28Kbps connection, and were ecstatic that they could use the VoIP," he reports.

Attendee questions were brought to presenters via text chat, eliminating the problems of heavy accents. While Centra is currently being used by Xilinx for internal training, use of the technology is expected to expand quickly across the company, for everything from small online meetings to large customer webinars, according to Kane. Best of all, the recorded conferences can be translated at relative leisure after the conference, to expand the number of languages and to enlist the help of more technical translators.

CallXpress now Plays Dominoes

Unified Communications software house Captaris (Bellevue, WA - 425.455.6000, www.captaris.com) has released CallXpress for IBM Lotus Notes and Domino 6. The integration also supports Captaris' RightFax fax server, and will allow all voice, fax and email messages can be accessed in a single file and then shared among Lotus project members. Enhanced notification features immediately inform users when important messages arrive.

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