
Aumtech's VoiceTracer™ to interface with SITA's WorldTracer™

Aumtech Inc. and SITA have signed an Agreement, negotiated by Consult WA International, Aumtech's airline consulting partner for real time access to SITA's WorldTracer database by VoiceTracer™ an interactive voice response (IVR) application developed by Aumtech.

VoiceTracer works with WorldTracer™, the baggage management solution to provide automated voice responses to passenger inquiries about the status of their lost baggage.

Lost baggage is a frustrating experience for passengers, and can easily undermine customer loyalty. While almost all lost baggage is ultimately united with passengers, it is usually disruptive for the passenger. The service recovery process must provide passengers with access to status information whenever they require it.

At the moment, passengers have the option of using the Internet to find lost baggage status or can make a phone call to the airline or its handling agent. Access to the Internet is still not always convenient, particularly when passengers are in a foreign location; for most passengers, they must call the lost baggage department, airline call center or the ground handler.

Press Release

This is extra work for airline and airport staff, although it is essential that the service is available. VoiceTracer™ directs the incoming status request telephone call to an automated system which interrogates the WorldTracer™ database in real-time, and updates the passenger with the latest available status information. No airline or ground handler staff is involved in the process.

VoiceTracer™ can be quickly deployed as a managed solution, and offers a rapid return on investment (ROI). VoiceTracer™ helps reduce call center costs, and allows staff to undertake more productive activity.

VoiceTracer is already deployed at Aer Lingus. As Ken Millar, Manager of IT Operations Delivery at Aer Lingus explains, "As part of the aerlingus.com Low Fares, Way Better proposition to our customers, we want to give access to up-to-date baggage information in the most effective way possible. Aumtech was very responsive in helping us deploy VoiceTracer quickly and also helped us modify and develop the application to meet our precise requirements".

VoiceTracer has also been installed in Hawaiian Airline. Blaine J. Miyasato, Vice President of Customer Services at Hawaiian Airlines believes that, "Using VoiceTracer gives our passengers more control over their travel experience, and frees up our baggage staff to get on with the critical work of uniting bags with passengers."

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Tom Porter, Vice President and Chief Operating Officer at Aumtech points out, "IVR technology has matured significantly over recent years, and, with the ability to deploy solutions through ASP models using multiple languages and speech recognition, it will play an increasingly important role in the aviation industry as airlines look to drive down costs and regain profitability."

Stewart Wallace, Managing Director of Consult WA added, "The ongoing drive to reduce unit costs is a prime focus of all airlines, and the deployment of voice solutions not only helps reduce these costs, but in many instances delivers improved quality of customer service in the process."

VoiceTracer™ is one solution in a suite of IVR solutions that Aumtech has developed for the airline industry, which includes Automated Flight Tracking Information, Flight Cancellation Notification Services, and Automated Schedules and Fares information. Aumtech already includes JetBlue, Hawaiian Airlines, Aloha, Independence Air and Aer Lingus among its customers in the airline industry.

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Note to the Editor – Live Demonstration

A live version of the VoiceTracer application has been set up for demonstration purposes. The application is real and some cases have been set up to allow evaluation of different scenarios.

To access the VoiceTracer demonstration, call + 1 904 265 8231.

Basic information you will need is: -

Airline: Efficient Airlines

Scenarios

City	Last 5 Digits of WorldTracer Claims Reference	Passenger Name(s)
Boston	32570	Baker and Erickson
Paris	32563	Stanley
New York	32569	Connors
London	32581	Wallace and Masterson
San Francisco	32561	Stanley

Consult WA International

Consult WA (www.consultwa.com) is a global airline consulting, services and solutions company, registered in the UK with offices in Europe, USA and Africa.

Established in 2003, all Consult WA consulting Associates have held senior management positions within the air transport industry and are available to support airlines across all business domains, in the areas of business consulting, business process reengineering, etc.

In addition, Consult WA has partnered with a number of companies to market and sell a range of solutions that meet three basic requirements: 1) the solutions must deliver unit cost reductions, 2) they must be economic, quick and simple to deploy with a short payback period, and 3) they must enhance customer service. Aumtech has developed a suite of airline IVR products that meet the above requirements.

Aumtech Inc.

Aumtech (www.aumtechinc.com) is a leading provider of carrier-grade VoiceXML platforms and application solutions to the Telecommunications and Internet industries.

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Since 1993, Aumtech's carrier-graded platforms and application products have been deployed on 5 continents, based on its **Carrier Grade, Advanced Telephony Environment** (CGATE). Aumtech's CGATE VoiceXML Gateway is an industry leading solution for small to Fortune 500 enterprises.

Aumtech has identified the air transport vertical as a market where IVR solutions will add significant value.

These solutions, some already implemented for JetBlue Airways, Aer Lingus, Hawaiian Airlines, iAir and Aloha Airlines, deliver benefits in the areas of Flight Status Information, Automated Rebooking and Notification, Wait List Confirmation, Lost Baggage Inquiry Response (VoiceTracer) and others.