VoiceSage – New interactive Rich Internet Application

In 2002, VoiceSage was established in County Wicklow to create a software solution that would improve performance in customer contact centres through the use of modern, automated phone dialogue generation and response technology.

The FUSION project with Ulster University academics Professor Terry Anderson and Professor Mike McTear involved redesigning the company's browser based software, resulting in a new breed, highly interactive 'rich internet application.' This technology enables existing customers to specify phone call dialogues and access a variety of reports with greater ease. It also enables new customers to develop their own phone dialogues more rapidly.

Chief Technical Officer, Graham Brierton said: *"Working with Ulster University has been informative and extremely productive. Our access to professors has been really valuable to us for their knowledge, research and external view point. We now look forward to seeing how the project evolves and the benefits it can provide our customers."*

VoiceSage invested heavily in research and development, and technology to realise this aim and has since relocated to Dun Laoghaire, County Dublin, with offices also in Cork and London. Company growth has been sizeable and VoiceSage now competes strongly in global markets, with the company seeking to enter new markets in the coming years.

VoiceSage has achieved great success and is recognised globally as being at the forefront of its industry. In 2011, it was awarded the 'Entrepreneurial Company of the Year' award in Communications-enabled Business Processes from industry analysts Frost & Sullivan. Most recently the company received 'Best Product of the Year' award at the Call Centre Management Exhibition in London for its most recent product development – 'VoiceSage survey'.