> "We help your business get noticed by the people that matter most to you."

Wendy Parker *Director*

INFERENCE COMMUNICATIONS

THE BRIEF

Home-grown voice automation specialist, Inference Communications P/L, was looking to launch its off-the-shelf pre-packaged solutions into the Australian market place, targetting all areas of the market, including the middle to lower end where voice recognition systems were seen as prohibitively expensive.

The fledgling company was also looking to increase its awareness and profile post launch and strengthen its relationship with existing customers and build sales opportunities.

The key challenge was to take the message to both IT and non IT specialists which meant presenting the technology in an easy to understand format. An additional challenge was managing the poor rap first generation speech recognition technology had encountered thanks to its inability to accurately understand callers and respond appropriately to their requests.

THE SOLUTION

While it was important the technology and the company have an initial launch, ongoing activity was crucial. This would provide the opportunity to gradually educate non IT specialists who might not easily understand technology first time round and would allow Inference to publicise case studies as they happened.

For the actual launch, a national media campaign was organized targetting IT and business (including small business) media. A media kit was compiled including a media release which highlighted the affordability of the technology (it is pre-built and can be hosted) and its astonishing accuracy, made possible thanks to artificial intelligence.

The media release also pushed home the fact that Inference's products were "new generation" technology and not be confused with older, less accurate versions of the technology.

A backgrounder included information on the company and its interesting start to life (two of the directors were on the same MBA research team while the third was the very person responsible for developing speech

recogntion technology in the former Telstra Research Laboratories several years earlier).

Detailed briefing notes explained the technology, what was driving its re-emergence and the key benefits of the technology.

Since the launch of the company in September 2008, ongoing media has included applications with the AFL, Kmart Tyre and Auto Service (KTAS), Hell Pizza, and 1300 Real Estate.

Additional media has focussed on the meteoric rise of the company and its alliances with hosting companies and other technology providers.

WHAT WE ACHIEVED

The initial launch secured high value business media coverage in the Life Cycles segment of the BRW and the broad swathe of IT, voice and call centre electronic media including the Rust Report, CIO, Computer World, Voice and Data, ZDNET, IT Wire, Techworld and Smart Company.

The subsequent AFL case study secured significant coverage, including a full page story in the IT section of the Australian Financial Review as well as stories in most IT, voice and call centre electronic media outlets.

Subsequent coverage has continued to elicit coverage by most the above media, including interviews by SMH, Age and BRW journalists.

THE FUTURE MEDIA FOCUS

While our efforts have had the greatest level of success with IT media, a key focus in future will be to encourage general business and marketing journalists to have the confidence to write about the topic. We will also increasingly target international media.