

**SpeechWorks** is the leading provider of automated speech recognition and text-to-speech technology. Their technology enhances customer service by allowing callers to talk to an automated system and receive instant answers without the hassles of touch-tone menus or lengthy hold times. They wanted a provocative ad that would gather attention in trade publications and lead prospects to their Web site.



■ **Copy:**

**Are your customers giving you the finger?  
SpeechWorks lets them talk it out.**

Your customers need information and they want it fast. If you make it complicated, you could lose them. Forever. You need to make it easy. As easy as speaking.

With SpeechWorks speech recognition technology, simple spoken requests get instant answers – and you get more satisfied and loyal customers. You also reduce your costs through shorter hold times and better agent allocation. Lots of other companies (and quite possibly, your competitors) are already reaping the benefits of working with the leader in speech recognition technology. Can you really afford to keep your customers suffering in silence? Give them something to talk about – speech recognition technology from SpeechWorks.

**Discover the power of speech.**  
**Visit [www.fututreofspeech.com/st](http://www.fututreofspeech.com/st) today to**  
**download our free informational guide,**  
**“The ROI of Speech.”**