Reinventing Voice
Spark Real Conversations with Personable, Intelligent Speech

It’s now quick, easy and cost-effective to create a branded and personalized voice

Shing Pan, VP Business Development
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Effective Communication

Human-to-Human Communication

- NONVERBAL 65%
  - Tone of Voice
  - Facial Expressions
  - Movement
  - Appearance
  - Eye Contact
  - Gestures
  - Posture

- VERBAL 35%

Human-Machine Communication

- Spoken Words
- +
- Tone of Voice (Prosody)
What is a Good Digital Voice

- Naturalness
- Intelligibility/Clarity of Speech
- Accuracy
- Ease of Understanding/Listening
- Sound Quality
- ...

Did **YOU** read him his rights?

vs

Did you read **HIM** his rights?
Speech Synthesis with or without Prosody

- **Most Current Text-to-Speech DONOT Explicitly Model Prosody**
  - *cannot control* or customize exactly how the speech should sound
  - may lead to *monotonous-sounding* speech

- **Speech Synthesis System such as Speechmorphing**
  with Cross Language Voice Style Analysis, Synthesis & Prosodic Modeling
  - can produce *expressive, natural sounding* speech
  - has *highly customizable* voices
  - has *clearer, more personable* and *human-like* speech
  - is highly *scalable, robust* and *flexible*
Who’s voice is that?

- We are surrounded by voices that are
  - *generic*, sound alike
  - monotonous, *non-expressive*
  - with *no brand personalities*
- Custom voices are non-accessible due to
  - *high cost* and long time to produce, and it comes with fixed intonations that can not be customized per situational context
- Recorded talent voices facing challenges, such as
  - talents’ voices change over time
  - talents’ availability
  - *repeated studio recording* trips for prompt changes
  - *stitched voices* that sometimes do not even sound the same
“PERSONALIZATION IS THE NATURAL DIALOGUE BETWEEN PEOPLE, AND BETWEEN SUCCESSFUL BRANDS AND CONSUMERS.”

Mike Catania
Co-Founder of Keycode
A Leading Internet Promo Company
Voice Brings Your Brand to Life

Voice is an extension of your brand. It’s the personality and tone of your business.

Ask Yourself…

• Do your IVR voices reflect your brand image? Are they natural? Expressive?
• Do your digital agents improve (or hurt) the customer experience?
• Do your chatbots build a stronger connection? More engagement?
• Are these voices smart and responsive to customers’ moods and needs?
• Can you immediately and effectively transition from your existing IVR systems into the modern world of conversational bots, using new or existing familiar voices
Speechmorphism: Voice Personalization in the Age of Conversational AI

• AI is enabling a more customized/personalized experience, with intelligence/insight, speed and accuracy

• **Voice is an integral part of customer experience (CX)** personalization
  - a custom, “branded” voice that is unique to your organization and conveys a desired persona
    - **10-30 minutes** of voice recordings…and **days** of voice production
  - a voice that is dynamically customized with situation-appropriate voice styles and tones based on caller information and context
  - **dynamic prompts** with dictated prosody and variable fields (names, time, location, address, …)
SMORPH™ Voice Rendering Application – Personalized Call Flow and Branded Voice through the Customer Journey

Changing Voice

Changing Domain

Speech Modifiers
TemplateEditor™

• Create Templates
  • Start with Preferred Prosodies of human recordings
  • Modify prosodies to your needs
  • Select parts of the template-based sentence/prompts to become variables that can dynamically change during synthesis

• Same process for exiting IVRs or Conversational Bot
  • Same voices across multiple voice channels/touch points
  • Known/Approved prosody
  • Use high quality, fully synthesized sentences for Smooth, Non-Stitching, Dynamic Prompts
“Speechmorphing’s unique ability to create high-quality and expressive synthesized voices with a small amount of speech data makes custom voices a true option for companies and applications. It particularly addresses the growing need for companies to have personalized and branded voices for their digital agents.”

William Meisel, President, TMA Associates and Editor, LUI News
About Speechmorphing

Our Mission: Improving human/machine communications by easily creating voices that are personalized and expressive.

Smorph™ Voice-on-Demand Service: Our voice solution is dynamic and scalable with rich features and tools to customize voices on the fly.

Low Cost, High Quality: Our technology reduces the time and cost of creating customized voices, hence high-quality branded voices are now accessible for any company.

Speeding Proliferation: By making it fast, easy, and affordable, we expect to expand the use of synthesized speech in more real world applications. Developers now have more freedom and options to innovate dynamic voice solutions.
Speechmorphing: Redefining Voice

Branded Voice. On Demand.
• Unique voice of your own

Emotional Intelligence. Expressive Speech.
• Right emotion and tone for any situation

Diverse Styles. Dynamic Conversation.
• Choose from a wide range of voice styles or build your own

• Domain sensitive voices, lingos and manners
**Advanced Speech Technology**

**Speechmorphing leverages**

- Advanced linguistic and prosodic modeling
- Hybrid Neural Network speech synthesis
- Same rich data across models
Contact us:

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Thank You!