



## MapData Sciences Pty Ltd

abn 45 053 437 282

**110 Pacific Highway**

**Greenwich NSW 2065 Australia**

**Ph: +61 2 8436 2800**

**Fax: +61 2 8436 2888**

**Email: [info@mapds.com.au](mailto:info@mapds.com.au)**

**Web: [www.mapds.com](http://www.mapds.com)**

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Contacts: David Ryan +61 2 8436 2827  
Laurie Edwards +61 2 8436 2800

For Immediate Release

### **MapData Sciences helps Vodafone put the right words into *Lara's* mouth**

Another unique service developed and hosted by MapData Sciences is the locational aspect of Vodafone's interactive voice recognition system connected to their store locator. *Lara* is the young electronic lady that leads a caller through the process of determining where the most appropriate Vodafone store is for the caller. This service is enabled by an XML service between MDS and Vodafone's systems.

A customer tells *Lara* the name of the suburb in which they want to find a store and she tells them where the closest stores are, instantly. *Lara* will then ask if you want a text message with the details, read them out to you over the phone or immediately connect the caller to their desired store.

The results of the query are returned by MapData Sciences whilst the customer is still conversing with *Lara*.

This IVR service links into the same database that MapData Sciences uses to deliver Vodafone's web based store locator which can be found on Vodafone's website.

*MapData Sciences has been developing and hosting online digital mapping applications for over 11 years as well as supplying mapping data to other online mapping providers and for in-house GIS development projects.*

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