

MOROCCAN AMERICAN BRIDGES 2007



MAY 2007 - CASABLANCA

VoxAlto SARL

- Moroccan company based in Rabat
- Currently at 9 full time employees
- Develop software for US companies
- Focus on interactive voice response systems for automated customer service
- Main customer: Bevocal/Nuance

Main Projects

- Att/Cingular wireless gophone 611
- Metropcs 611
- Liberty wireless 611
- Att/Cingular wireless activation
- Asurion handset insurance

Communication Barriers

- Physical
- Linguistic
- Time zone
- Cultural

Some Advice

- Know your domain and focus on it
- Hire great people and keep them!
- Invest in training to stay up-to-date
- Reduce communication gap
- Become part of your customer's growth plan