Innovative Uses of Speech In Government, Montgomery County, MD

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Agenda

• About Montgomery County, MD
• The Opportunity
• The Solution
• The Benefits
MicroAutomation- Call Center Specialists

• Founded in 1991 by Lead Architect of IBM’s CallPath
• Solid customer base and strong partnerships
• On-site lab provides comprehensive system integration capabilities and ability to test with many different platforms
• Extensive Government solution experience at all levels: Federal, State and Local

A MicroAutomation solution focuses on three critical elements:

- **Enhancing the caller experience** through Speech-enabled Interactive Voice Response (IVR)
- **Improving live agent efficiency** through Computer Telephony Integration (CTI)
- **Providing Continuous Improvement tools** (Reporting) for improving the overall solution performance
Montgomery County, MD

- Maryland's most populous & affluent jurisdiction
- Adjacent to the nation's capital, Washington, D.C.; includes 497 square miles of land area including Rockville, Gaithersburg and Chevy Chase
- Montgomery County Office of Human Resources (OHR) is responsible for providing training services to all county employees and contractors
The Opportunity
• Antiquated touch-tone IVR system for class registration

• Increasing call volume for training

• Expanding list of classes making the touch-tone menu cumbersome and time consuming for callers

• Limited functionality of the touch-tone system – callers had to speak to a county employee to do anything more than register
The Solution
Solution: replace legacy touch-tone system with speech-enabled IVR solution. Self-service functions include:

- Register/withdraw from classes
- Automated registration of wait-listed registrants
- Review class schedules and bulletins
- Receive registration acknowledgement, transcripts, confirmation of class completion, and class schedules/bulletins via fax/e-mail
- Automated notification for cancelled classes via phone message
Results:

- Increased usage of automation by offering callers an easy-to-use self-service solution
- Handled the growing call volume by offering self-service solutions to callers with simple needs
- Enabled county employees to assist callers with specific “high touch” needs only
- Automatic delivery of confirmations and acknowledgements via fax/e-mail
- Leveraged county’s existing infrastructure by using an open architecture solution

The Speech Solution earned The Technological Innovation Award from Montgomery County for MicroAutomation
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