Prompting with Speech

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Delta Overview

- Where we were – network prompting, multiple platforms
- Why we needed change
- Infrastructure changes
  - Move to centralized model – ACD, IVR
  - Move to on premise solution
Hi, Welcome to Delta...

Purpose:
• Replace Network Prompting
• Collect necessary information from the caller
• Get the call to the right rep
• Get the call routed as quickly as possible
• Stay consistent with the Delta brand
What makes Delta Different?

• Huge volumes of calls
• Even greater volume during weather events
• Complexity – over 450 skills
• Customers “on the move” – cell phones, airport environment, etc
• Customer calling with an issue – irregular operation, change of plans, etc
Hi, Welcome to Delta...

**In the first year –**
- Stabilized the platforms – ACD, IVR, Database
- Listened to thousands of calls
- Contacted customers
- Several rounds of tuning & tweaking
- Closely monitored the performance data in OSI
Current Main Menu

Hi, Welcome to Delta...

From here you can say Check arrivals and departures,
Access my SkyMiles account Using our automated system
Or say Reservations Representative to speak with someone directly.
Which would you like?
Speech Versus Touchtone

• Elite callers were not happy at first
• Found out why – contact, listen, respond

  • Speed dials were not working
  • Needed assurance they will talk to a rep
  • Wanted CHOICES
Speech Versus Touchtone - Solution

Provided “press 9” option for those who prefer DTMF.

Results -

36% of callers initially chose DTMF
29% of callers now choose DTMF
Customer complaints decreased dramatically
Results

Overall Success Rate Increased 2%
Main Menu Success Rate Increased 5%
Atlanta Main Menu Success Rate Increased 10%

Main Menu – Greatest Focus
  1st Try Success Increased 34%
  Hangups Decreased 46%
  1st Try Hangups Decreased 44%
Lessons Learned

- Implement Slowly
- Silence is not golden – “say”
- We will get you to a rep – really!
- Examples can eventually be removed
- “Something else” provided choices
Questions?
Empowering Your customers and employees with speech technologies

SpeechTEKI 2006
The Voice Solutions Showcase

Empower

Thank You