

Managing Complexity: 3rd Generation Speech Applications

SpeechTEK | 2006
The Voice Solutions Showcase

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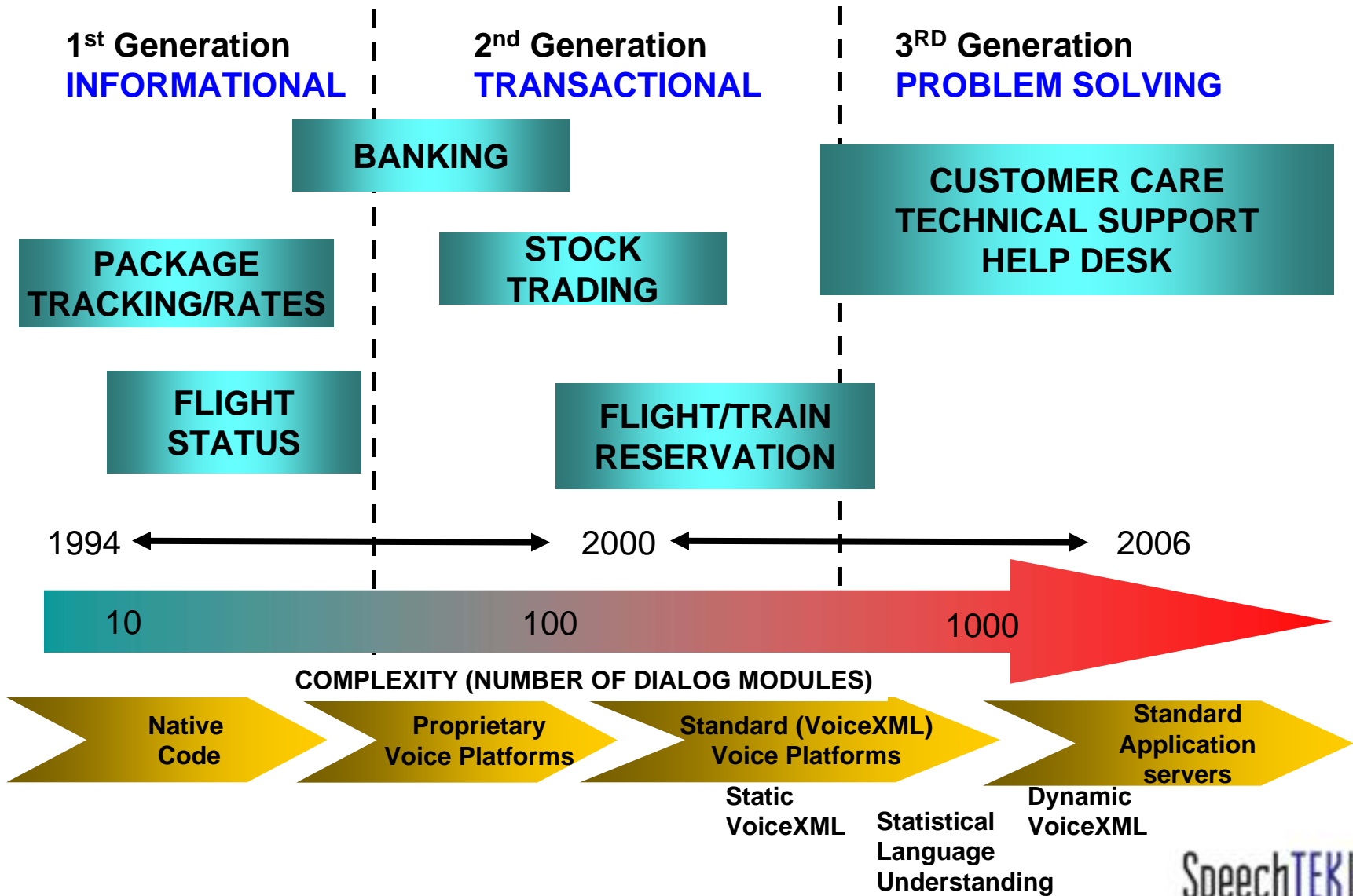


August 7, 2006



Empower

Evolution of Complexity



Speech 3.0

A Paradigm Shift

- A tool for callers
 - And not a replacement of agents
- Better service
 - And not cutting customer care costs
- A live repository of knowledge
 - Continuous improvement vs. ship-and forget
- A Service Optimization Device
 - Added value of business intelligence

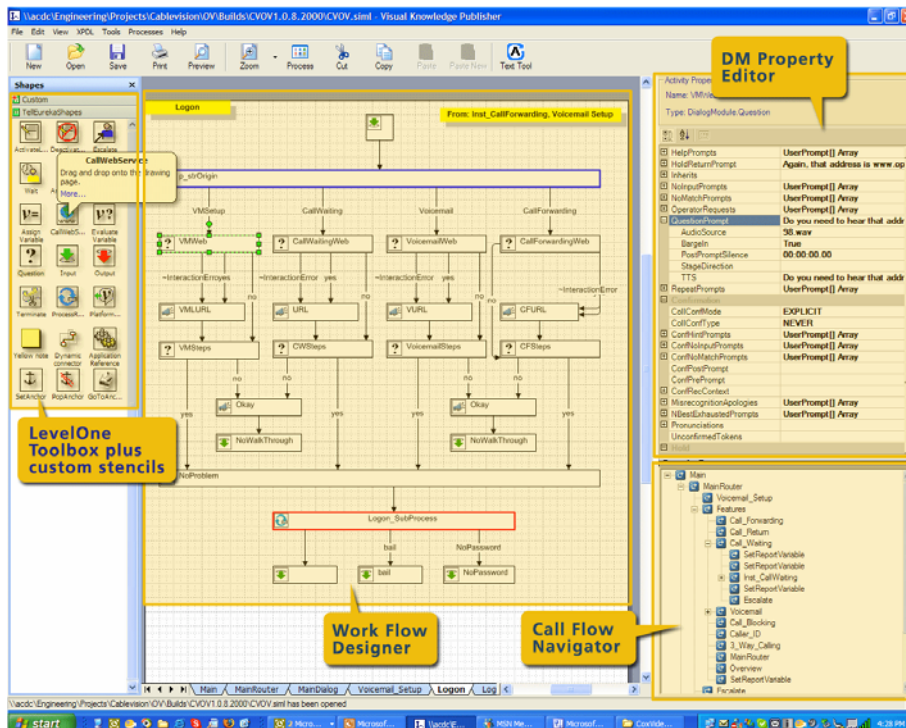
Speech 3.0 Defining features

- Know who is calling
- Know “how-to”
- Remote actions
- Natural language
- Sophisticated logic
- Work out-of-the box
- Rapid deployment
- Keep improving
- Knowledge accumulation
- Business intelligence
- Collaborate with agents

Technical Support Challenges

- One-time callers
- Caller emotions
- Uncontrolled events
- Hostile environment
- Caller withdrawals
- Symptoms vs. problems
- World model mismatch
- Lack of trust
- High complexity logic

Managing Complexity

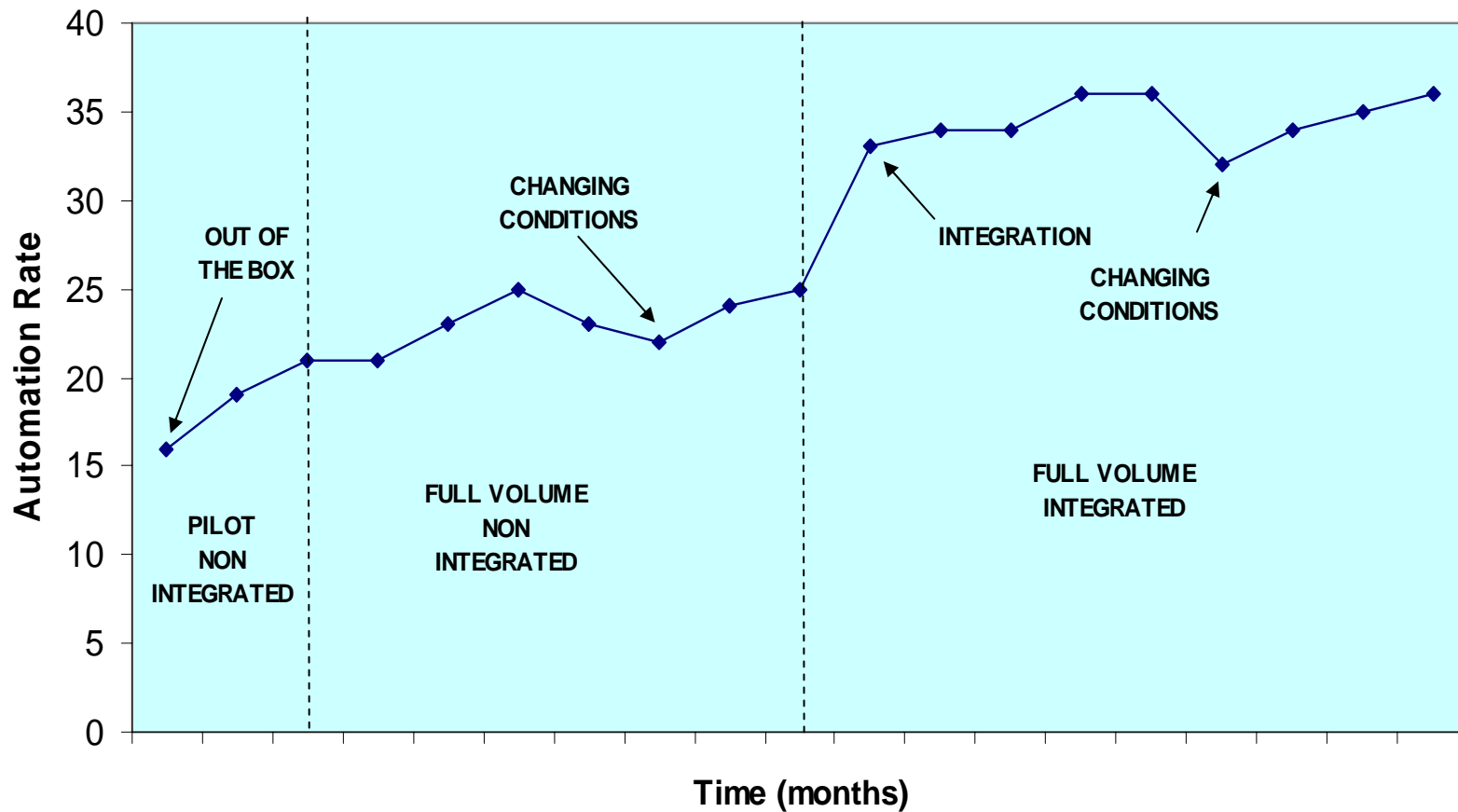


- ✓ Integrated design/development
- ✓ Arbitrary depth hierarchy (ADH)
- ✓ Property inheritance
- ✓ Event handling logic
- ✓ Link external modules
- ✓ Variables/WebServices/Scripting
- ✓ Global interaction features
- ✓ Speech hypotheses handling
- ✓ Timers/parallel execution
- ✓ Real-time call monitoring
- ✓ Call resumption engine
- ✓ Call back features
- ✓ Repeat caller functionality
- ✓ Personalization
- ✓ Automatic reporting

The Continuous Improvement Cycle



Continuous Improvement in Action



Conclusions

- Three generations of dialog systems
 - Complexity, Architecture, Technology, Interaction type
- Speech 3.0
 - Paradigm shift
 - Advanced features
 - Managing complexity
 - Continuous improvement cycle

Empowering Your customers and employees with speech technologies

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Thank You