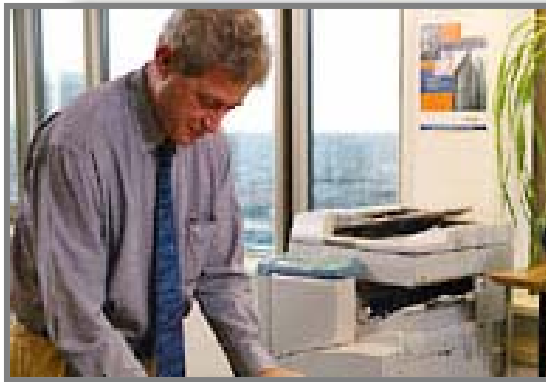


# Conversational Speech for Call Routing

Elliot Cohen, Director of Technology & Support at Canon  
August 7<sup>th</sup>, 2006

SpeechTEK | 2006  
The Voice Solutions Showcase

**Canon**



**Empower**

# Speech at **Canon**

## Business Challenges

- Over 1600 products and agents with different expertise
- DTMF Challenges with a broad product line
- Canon used DTMF & default operators to route callers to the right agent
- Wanted to quickly and accurately route customers to the right agent
- Maintain strong focus on customer service and customer loyalty



# Speech at **Canon**

## Solution

- Natural Language Call Routing speech from TuVox
- Speech application identifies the caller intent and determines product type
- Speech delivers sophisticated skill based routing
- Calls are routed to the right agent with the appropriate expertise



# Canon ...Delivering Excellent Customer Service



## ❖ Sophisticated Skills-Based Routing

“Please tell me what product you have.”



## ❖ Reduced mis-directed calls

“Which of these best describes your multi-function printer?...Do you use this product with Microsoft Windows or Apple Macintosh?”



## ❖ Live Agent integration and Shorter Call Times

“Ok. I’m now connecting you to a Canon support rep who can help you...”



# Speech at **Canon**

## Business Benefits

- Calls are routed to one of more than 30 destinations for 1600 products in seconds
- Percentage of calls manually routed by live agents dropped by 25%
- Call volume decreased allowing redeployment of staff
- Overall mis-direct calls reduced by 18%



# Speech at **Canon**

## Lessons Learned

- Offer option of DTMF & Speech –  
Appears to be no CSAT difference
- Average handle time **INCREASED** due  
to short misdirects being eliminated



# Next Phase at **Canon**

## Next Phase

- Investigate using speech for basic status calls
- Add speech to automate select technical support calls leveraging the Canon knowledge base articles
- New product routing

