Tim Walsh
Artistic Approach

Start with persona and branding analysis
Focus on user experience from enterprise perspective
Identify catchy and memorable features
Make voice, music, sound effects, prompts, and grammars the main UI design attributes
Use late-stage tuning to pull the system under control and correct usability problems
Goal: user impression is more important than cost savings
Scientific Approach

Start with ergonomic analysis and containment goals

Focus on usability from a user and task perspective

Put accurate measures in place immediately and agree upfront on success criteria and metrics

Identify high-volume, low-completion areas via usability analysis

- Consider phased approaches and RAD methods
- Make turn taking, chunking, engagement, user control the main UI design attributes

Get the design right early to minimize late-stage tuning

Goal: Cost savings without negative customer impact
Persona
• What is the application and its function?
• What are the caller demographics?
• Describe the ‘ideal’ customer service representative
• Current System - areas performing well/areas needing improvement
• What is the company image?
• International Languages
• The Voice Personality
• Choosing between a female and male voice
• The voice personality of your company should support other branding initiatives.

• Characteristics that build the personality include:

  Knowledgeable  Mature  Efficient  Informative
  Friendly  Casual  Straight forward
  Youthful
Voice Coaching

• Understanding the persona
• Communication skills with the talent
• Keen listening skills
• Ability to articulate the requirement
• Knowing when to stop
Technical issues

DB Levels – the effect on barge in

File Formatting – optimal quality and consistency

Inflection – emphasis and navigation

Concatenation – programming & voice libraries
Use of Silence

• Embedding silence as a technique for turn taking

• Best Practices – lists, instructions, pacing
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Professional Voice Solutions
800-359-6158
2100 Clearwater Drive
Oakbrook IL, 60523
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