The Importance of Integrated Dialog Analysis For Customer Success

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VoiceObjects
Evolution of IVR Applications

VoiceObjects
- Reduced Complexity
- Easy Integration
- Drill-down Analytics

TRANSACTIONAL CAPABILITIES
VoiceObjects
- Easy to Use
- Personalized Menus
- Faster Access

INFORMATION ACCESS
CALL ROUTING

Value to enterprise
HIGH
LOW

Value to caller
LOW
HIGH
Analytics: Application Knowledge

Where do no-match and no-input events happen?
Where do caller ask for help?
Where do callers (unexpectedly) leave the application?
Which part of the application are callers visiting?

<table>
<thead>
<tr>
<th>Module</th>
<th>Number of Calls</th>
<th>Number of Module Occurrences</th>
<th>Avg Occurrence per Call</th>
<th>Number of No Input Events</th>
<th>Number of No Match Events</th>
<th>Number of Help Command</th>
<th>Number of Repeat Commands</th>
<th>Avg Confidence</th>
<th>Avg Number of Input States</th>
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<td>91,089</td>
<td>1.38</td>
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<td>Check existing claim</td>
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Dialog Exit Type
- Caller Exit
- Hangup
- Timeout
- Transfer

VoiceObjects
Sample: Application Knowledge

Bill Payment Company

No Input / No Match indicates problematic areas in call flow – rework prompts!

<table>
<thead>
<tr>
<th>Module</th>
<th>Input State Name</th>
<th>Number of No Match 1</th>
<th>Number of No Match 2</th>
<th>Number of No Match 3</th>
<th>Number of No Match 4+</th>
<th>Number of No Match Events (Voice)</th>
<th>Number of No Match Events (DTMF)</th>
<th>Number of No Input 1</th>
<th>Number of No Input 2</th>
<th>Number of No Input 3</th>
<th>Number of No Input 4+</th>
<th>Number of No Input Events</th>
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<tbody>
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<td>Identification</td>
<td>Ask for Customer Number</td>
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<td>2712</td>
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<td>798</td>
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<td>Payment Amount</td>
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</tbody>
</table>
Analytics: Complete Call History

What happens to a caller after he/she leaves the IVR application?
Where is the caller transferred, is this the right destination?
Sample: Complete Call History

Telecom Customer

Has a high number of wrong agent connects which it tries to reduce using an IVR call router.

Want to understand what kind of tasks callers combine during one call.

Solution: Combination of IVR call report data and CTI call history information.
Analytics: Overall Customer view

How do customers interact with your company? Voice, Web, Call Center, Store, …

Combine IVR data with CRM data

Is there a pattern?
Sample: Overall Customer view

Bank

Need to understand how customers interact with the bank.

Are the customers that are using the web the same who are using telephone? And how about customers visiting branches?

How can the different channels be integrated to give the customers the same experience?
Integrated Statistics logging

- Service specific logging of caller input
- Application Specific (Custom) Logging
- Automatic call flow data capture
- CTI or Call Control
- IVR Logging
- CRM Database
- Learn more about your customers from their service usage

Follow calls through their phases in the environment

Extend application tuning capabilities

Learn more about your customers from their service usage