Ensuring Application Success
Strategies to Reduce Out-Of-Vocabulary Speech

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Say the name. Get connected.

A new interface to the enterprise voice network

- Eliminate directories, touchtone menus, spell-by-name, …
- Improve customer service and boost productivity

- Adoption rate determines application success
- “Dependable as dialtone”
Caller experience is key

A two-try connection rate of 85% or better is required for user acceptance.

- An error is an error – caller doesn’t care about type
- Management must identify and reduce errors

no match – 11%

match – 89%
Sources of error

New installation

- missing destination: 110
- missing alternate name: 58
- different pronunciation: 39
- caller behavior: 31
- environment: 50
- substitution: 42

errors per thousand: 330
4 steps to reduce errors

1. Eliminate missing names
   - Unify multiple sources
   - Augment data sources
   - Maintain former entries

2. Discover and include alternate names
   - Automatic generation
   - Acquire and apply

3. Learn and include all pronunciations
   - Dictionary
   - Acquire and apply

4. Educate caller along the way
Reducing the error

New installation | Mature managed installation

- missing destination: 110 | 34
- missing alternate name: 58 | 14
- different pronunciation: 39 | 10
- caller behavior: 31 | 22
- environment: 50 | 39
- substitution: 42 | 42

errors per thousand: 330 | 162

Parlance®
Your Voice for Service
Continuous improvement

45% of directory entries change, annually

- Business dynamics
  - Personnel changes
  - Growth / contraction
  - Merger / acquisition

- Unaddressed error accumulates
A customer’s past six months

Installed August 4, 1999.
VUI strategies to satisfy callers

- Cue what to say and when to speak
- Positive confirmation
- Easy on the rejection
- Limit to one re-try
- Remove cancelled result
Sources of satisfaction

63% of consumers will stop using a company’s product or service based on a negative contact center experience.*

- Fast transaction
- Accurate response
- Comprehensive directory
- Clear and intelligible dialog
- Easy opt out

* Kelly Services / Purdue University’s Center for Customer-Driven Quality
Managed service difference

“A provider of managed services delivers something much bigger than a single sale of a particular product; the provider delivers responsibility.” -- The Next New Economy, Telephony

- Persistent attention
- Expertise
- Guaranteed performance over life of use
Empowering Your customers and employees with speech technologies

SpeechTEKI 2006 Empower
The Voice Solutions Showcase

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Thank You