Natural Language Call Routing

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Impact of Customer Service on Market Share

Did you Know?

If customers rank your service as “excellent” only 10% of your market share is unsecured.

A “Good” customer service rating can see 40% of that market share depart.

Source: Customer Satisfaction research conducted by AT&T
What’s Wrong With Customer Service?

Research by Australian based company has shed light on the issues which cause most aggravation to consumers.

Sources of annoyance:

- Touch-tone - 93%
- Extended waiting times - 78%
- Unsolicited telemarketing - 69%
- Direct mail - 67%
- Email spam - 38%
- Bad service - 34%

- 77% of people polled felt service standards had fallen in the last 12 months
- 61% said their expectations and demands about service and courtesy had increased
It’s common experience that 10% or more of callers don’t get to the right spot, and have to be transferred from place to place.

Traditional Solution – IVR Menus

Offer a hierarchy of push-button options and hope the caller falls out the right place at the end …
Superior Caller Experience

Starts with How You Answer the Phone

Branded Caller Experience

Anticipate Intent

Conversational

Streamlined

Personalized
Superior Caller Experience

Hierarchical Menu vs. “How Can I Help You”
Business Challenges

- 11 million calls per year and growing
- Expanding number and complexity of products and services
- Inconsistent caller experience across multiple 800 numbers
- High percentage of callers “zero out” therefore bypassing automation
- Maximize investment in Genesys CTI
Solution at Telecom New Zealand

Natural Language Speech Navigator

- High-accuracy skills-based routing with Genesys
- 150+ destinations, 35 self-service topics
- Customized greetings and messaging based on DirectTalk attributes and/or DNIS
- Opt-in account information and financial info-blasts

Telecom New Zealand
Lines Of Business Served

- Residential
- Small Enterprise
- Mobile
- Faults (Trouble/Repair)
- Broadband Help Desk
- Credit & Collections
- Select Advertising 800’s
Telecom New Zealand

Benefits of Natural Language Routing

• **Increased automation rates**
  – No lengthy menus
  – Faster access to information
  – Faster time to resolution

• **Improved call routing accuracy**
  – Callers speak in their own terms
  – More self-service destinations
  – Anticipate caller need/reason for calling

• **Maximized agent productivity**
  – Maximized agent productivity
  – Less agent rework
  – Pre-call processing
  – Expedited/efficient authentication