Results Driven Design

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Enterprise and Customer goals are fundamentally aligned

- Customers and Enterprises both want to optimize their interactions, and spend less time talking to accomplish a given task.

- Timely delivery of relevant information achieves this goal for both parties.

- Even though both sides want the same thing, perhaps for very different reasons, technology often gets in the way
But common measurement techniques don’t encourage relevant interactions

- Often, the way that application success is measured may not directly reflect the quality of the customer experience or achievement of an enterprise objective.
- Most common IVR metrics boil down to a measurement of how quickly the call completes (e.g., call length, percent containment, etc).

Not surprisingly, most applications tend to be designed to move callers through as quickly as possible as this is the easiest success factor to define and achieve.
Additionally, a focus on the implementation of application measurement may not be a core objective.

- Most companies follow a similar application creation process:
  - Gather business requirements
  - Design voice user interface
  - Create prototype applications to perform usability testing
  - Perform comprehensive QA cycles
  - Deploy applications for production callers
- Analysis tools are typically retrofitted to work with the data provided by an existing application.

- Businesses are forced to measure success based on “available information”, which may not be useful or efficient in reflecting business performance.
An alternative approach promotes the definition of analytics as an integral part of a project’s design

- In this model not only user experience, but the specific measurement requirements of the business are defined as part of the initial application design.

- This allows business triggers that drive reporting and analytics to be embedded in the application itself.

- This means that application success can be rapidly measured and analyzed based on success factors that relate directly to the business performance of the application.
Discussion of techniques for results driven design

- Examples to be provided as part of live presentation
Empowering Your customers and employees with speech technologies

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Thank You