Building the Foundation for an Exceptional Caller Experience

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Application Value Pyramid

Upsell/Cross-sell
Deliver Promo Messages
Reinforce the Brand
Provide a Pleasant Interface
Improve Efficiency
Basic Functionality: Complete the Task
Relationship is clear, but what’s the cause and effect?

![Graph showing relationship between Caller Satisfaction and Sophistication of Application](image-url)
“Not-so-vicious” Cycle

- Increased Sophistication
- Caller Satisfaction
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Empower the Caller

• Callers are most satisfied when they are offered choices
  – Opt in or out of speech app
  – Provide DTMF options
  – Make it easy to reach a live agent

• Standard call center metrics do not always reflect customer needs
Illustration: Pitfalls of Over-Reliance on Metrics

• Stated objective:
  – minimize costs by forcing calls to remain in automated system

• Requested approach:
  – no option to transfer to agent

• Result:
  – 100% containment rate
  – increased abandoned calls
  – flood of customer complaints

“There are lies, damn lies, and statistics.” -- Mark Twain
Avoid Unnecessary Steps

- *Never* prompt for info already collected via caller-entered digits
- Query databases before prompting caller
  - Integrate with CRM
  - Consider alternatives (e.g., DA)
- Use TTS/speech for validation
Best Practice Illustrated: Avoid Unnecessary Steps

• Address collection required for literature order
• Solution:
  – Reverse ANI lookup
  – TTS/speech for validation
  – Speech-based address collection when necessary
• Results:
  – Address found ~ 65% of calls
  – >90% of addresses confirmed
  – Speech reco required for only ~40% of calls
  – Call durations shortened, errors reduced
Know Thy Caller

• Personalize the VUI based on user preferences or habits
  – Brevity or helpfulness of prompts
  – Persona
  – Language
  – Offering commonly requested info first – or always
Design the VUI from the Caller’s Perspective

- Do not “speech enable” a touch-tone application
- Do not attempt to “speech enable” a Web site
- “Touch or say” adds practically no value
- Solve the caller’s problem – not your perceived problem
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Empowering Your customers and employees with speech technologies

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Thank You