

Speech Technology Doesn't Have To Be Complicated

Kirk Jesser – Jeff Hopper
Customer Experience (Contact Center Experience) 624



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Kirk Jesser
Channel Sales Manager
Interactive Northwest, Inc.
(503) 454-1377 (office)
jesserk@interactivenw.com

Jeff Hopper
Vice President, Client Services
LumenVox, LLC
(858) 707-7700
jeff@lumenvox.com
Twitter: @jeff_hopper





Interactive Northwest, Inc.

INI creates award winning IVR solutions that reduce the cost of providing superior customer service. With deep technological expertise in contact center automation and a recognized talent for dialog design, INI's proven project management process ensures that customer requirements are captured and met, in budget and on time.





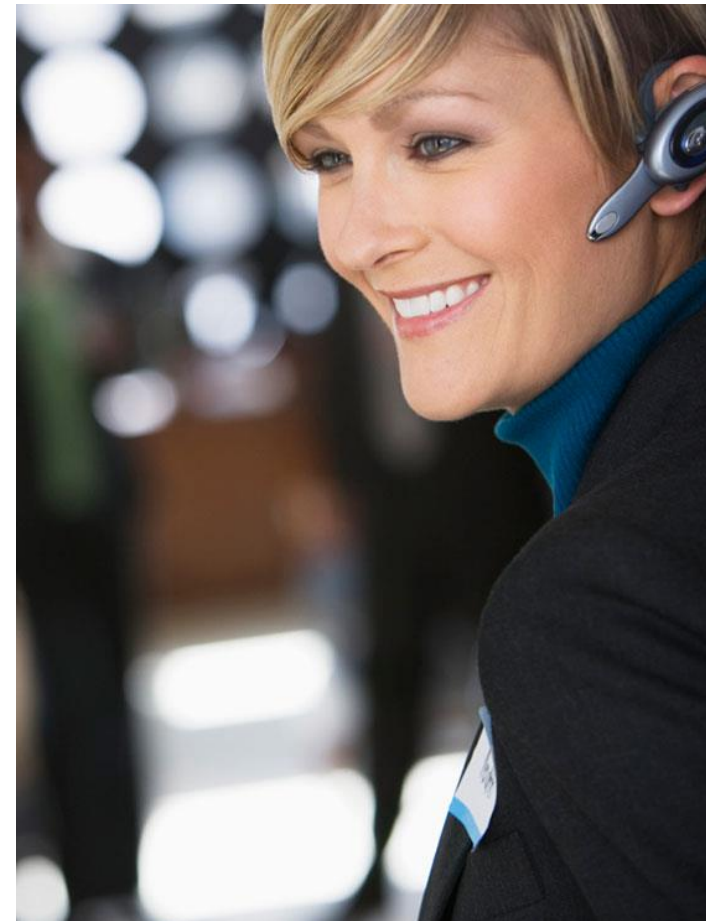
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LumenVox®

Speech Understood

- Speech Technology Developer
- Privately Held
- Founded in 2001, San Diego
- Channel Partner Sales Focus
- SPP Partner





Objectives

- Attendees will gain an understanding of how the simple speech recognition automation will have a positive impact on Contact Center operations and Customer Experience.
- Attendees will be better educated on how to discuss potential concerns when implementing speech recognition based solutions in the Avaya IVR (Interactive Voice Response).



Agenda

- Why use Speech Recognition?
- What does this do for your customers?
- How Does Speech Recognition Work?
- Trends in the Use of Speech Recognition
- Potential Concerns
- 10 Ideas to Take Home With You
- What Does this Do for You



Why Use Speech Recognition?

- Smart Phones
- Hands Free Communication
- Generational Transitions (Millennials)
- Brand Image



What does this do for your customers?

- Speech can make completing transactions faster and simpler
- Can shorten wait times during peak calling periods
- Extends your customer service hours
- Shorten call handle times for calls with agents, - by partially automating
- All lead to improved customer satisfaction



How does Speech Recognition Work?





Levels of Recognition

- Natural Language
- Directed Dialogue
 - Large Grammar (Vocabulary)
 - Limited Grammar
 - Enable Yes/No & Simple Digits



Trends in Speech Recognition

- Outbound (Proactive Notification)
- Increased Consideration for Mobile Use Cases
- More use in mid-market business (not just for Fortune 100 customers)



Potential Concerns (How to Manage)

- Costs – Licenses & Development
- Multi-language
- Aliases “How many ways can you say the same thing?”
- Tuning
- Application Testing
- High availability
- Disaster Recovery



10 Ideas to Take Home with you . . .

- VUI (Voice User Interface design) is key to your success in designing speech based self-service – base your design on the customer journey
- Use your best call center agents to guide your design
- Do not use your developers to guide VUI design or test your speech based application(s)
- Use Professional Voice Talent (and matching TTS Voices)
- Always provide your customers with a live agent option
- Avoid insulting the intelligence of your customers
- Millennials prefer self-service – Give them what they want
- Make your simple and easy to use
- Don't set up your IVR and walk away – regularly tune.
- Show your customers that you value their time – avoid unnecessary or superfluous messages



What does this do for you?

- Increase customer satisfaction
- Increase CSR satisfaction
- Increase customer retention in IVR (Millennials+)
- Decrease time to complete tasks in IVR
- Bottom Line: Reduce Costs and Increase Revenues



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Questions?



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