Guided Self-Service: Making Speech Easier to Adopt

Llance Kezner
Vice President Sales & Marketing
The Idea

Reduced Stumbling Blocks in Speech Automation

= 

Increased User Adoption and Completion Rates
Complexity Lowers Completion Rates

• Recognition-
  Variable and uncontrollable environments

• Coverage-
  Complex answers

• Call Flow -
  More complex dialogs
The **only** hybrid-system that integrates human silent agents as Guides and technology to ensure a better caller experience and service at a reduced cost in call centers.
How it Works
New Call Center Role

GUIDE:

- Assists Automation
  Monitors Calls to Assure Completion

- Silent and Effective
  No Phone Skills Needed

- Web-Based Console
  Virtual by Nature
Example of Assisted Self-Service

Assists Self Service Checkout to Ensure Completion
Guided Self-Service

Spoken

“How can I Help You?”

Workflow Engine

• Call Automation
• Self Service
• Guide Management
• Analytics

Call Center Guide™
Impact of Adding Assistance
Competitive Advantages w/Spoken

• Increase Overall Automation Rates
  - Reduce Stumbling Blocks That Cause Opt-Outs

• Improved Customer Experience
  - Reduce Prompts, Re-Prompts, & Disambiguation

• Increases Adoption of Automation
  - Keep Callers from Opting Out
Recognition - Automated Confidence

ASR Rates

High
- Studio
- Home
- Office
- Car
- Mall/Busy Street
- Family Van with Kids

Low

Excellent

Sound Quality

Poor
Recognition – Assisted Confidence

High

- Studio
- Home
- Office
- Car
- Mall/Busy Street
- Family Van
- With Kids

Low

ASR Rates

Excellent

Sound Quality

Poor

Coverage - Possible Matches

- Yes/No
- State/City
- Brand/Company Name
- Last Name
- Open Ended

Coverage

Low

High

Narrow

Wide

Domain
Coverage- Assisted Matches

- Yes/No
- State/City
- Brand/Company Name
- Last Name
- Open Ended
Call Flow- Dialog

Effectiveness

High

- Studio
- Home
- Office
- Car
- Mall/Busy Street
- Family Van with Kids

Low

High

Caller Attention

Low
Call Flow- Assisted Dialog

Caller Attention

- Studio
- Home
- Office
- Car
- Mall/Busy Street
- Family Van With Kids

Effectiveness

High

Low
Financial Impact

- Guides handle 4 or more at the same time
- Spend time where it counts
- Increase completion rates, lower total support costs
About Spoken Communications
# About Spoken Communications

| Product | **Guided Self-Service™**  
| For a Better Caller Experience |
| --- | --- |
| Technology | Innovative hybrid voice-response technology.  
| | 17 patents issued, 53 pending. |
| Management | Seasoned team of executives from Microsoft.  
| | Headquartered in Bellevue, WA |
| Investors | **ignition™** |
| Key Partnerships | ![Cisco Logo](#)  
| | ![Nuance Logo](#) |
| Customers | - Enterprise Call Centers  
| | - Mobile Search/Directory Assistance |
What the Industry is Saying:

“… I can clearly see the potential that the Spoken solution offers to our industry,”

- Dan Faulkner, Director, Nuance Communications Inc.

“… the role of call center agents will change. They will become guides, steering customers to where they can get the right information.”

- Mike Bergelson, Director of Product Management, Cisco

“Spoken’s Assisted Self-Service yields better results for the caller and is significantly less costly to implement [than speech technology]…”

- Walt Tetschner, Voice Information Associates

“If call centers want to circumvent most speech recognition problems, the time has come for hybrid architectures.”

- Dr. Walter Rolandi, Voice User Interface Company
For More Information:

Llance Kezner
VP Sales
Spoken Communications

tel: 425-679-0696
www.Spoken.com