Interactive Voice and Video Response

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IVVR – The Future of Mobile

- What is IVVR?
- What is Possible with IVVR
- Industry Trends
- How Does It Work?
- Conclusion
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One-Way Video: Applications NOT possible with Voice Alone*

- Show Multiple Choices Quickly
  - Schedule choices
  - Price choices

- Show Complex Choices
  - Seat locations
  - Maps showing locations

- Show Possible Experience / View
  - From a stadium seat
  - See hotel room
  - View of street when giving directions

* Not even possible with a live agent!
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Comparing “Voice” vs. “Voice + Visual”

- **Study**: 
  - Users placed two test calls to a self-service system: One voice alone, one with voice plus visual text display.
  - Users answered questionnaire after test calls to grade system on 1-to-5 scale.

<table>
<thead>
<tr>
<th>QUESTION TO USER</th>
<th>Voice Alone</th>
<th>Voice + Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>I was able to complete the required task</td>
<td>4.55</td>
<td>5.0</td>
</tr>
<tr>
<td>I found the system intuitive and easy to use</td>
<td>4.2</td>
<td>4.6</td>
</tr>
<tr>
<td>The system recovered gracefully from errors</td>
<td>3.9</td>
<td>4.7</td>
</tr>
<tr>
<td>The system understood what I said</td>
<td>3.9</td>
<td>4.2</td>
</tr>
<tr>
<td>Given a choice of using this system or waiting five minutes for a human operator, I would choose this system</td>
<td>3.75</td>
<td>4.7</td>
</tr>
</tbody>
</table>

Timelines and Trends

- Asia Pacific Already There
  - Korea has first IVVR App Deployed
- Europe Almost There
- US/Canada Still A Long Way Out
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Media Manager

- New component "Video Manager" and "Media Manager" are added in VP 5.0
- Audio and Video Streaming are supported by Video Manager
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App root uses links to exit the application or to return to the main menu from any form.

GetCompanyName uses a dynamic grammar to read company names from a text file in the data directory.

GetCity uses a dynamic grammar to read city names from a text file in the data.