Giving Voice to the Enterprise

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The Promise of Enterprise Software

- Extensive Features
- Automated Workflows
- Tons of Information

→ Improved Profitability
The Reality: Most users have trouble using them

So little value is derived from these expensive software systems
Why the missing link?

- Complicated UIs
- Too much information (often stale)
- Data on disparate applications
The Mobile era brings new opportunities

- Focus on new user-centric interactions
  - Rethink stale old workflows
  - Optimize for limited screen real estate

- Deliver timely insights to the right people
  - Mobile devices are always with us
  - Almost always connected
Enterprise use cases abound for Siri and Google Now style apps

Users can “Pull” information easier via spoken conversations

“Push” timely information via cards without users needing to ask
Personal assistants for Enterprise applications: Real world examples

Oracle Voice
  – A speech-enabled virtual assistant for sales teams

Sapho
  – A platform to build and deliver intelligent mobile apps for employees
Oracle Voice
The Problem with CRM applications

• Most sales reps don’t use the software
  – Hard to access and navigate on the go

• So information about sales deals becomes stale

• And a company’s ability to make forecasts and draw insights suffers
Oracle Voice - A speech-enabled virtual assistant for sales teams

- Access and capture contacts, notes and activities for sales opportunities on the go
Fast, Friendly, Fun

- Speech-focused
- Conversational
- Multi-modal

On his way out of the meeting, John wants to quickly record information that is fresh in his mind. So he opens Voice to capture a note.

CREATE NOTE

TELL ME THE DETAILS

BOB SMITH IS NOW IN CHARGE OF ALL SYSTEMS INTEGRATIONS

Voice shows details of the note and awaits confirmation.

YES, THAT’S GOOD

Voice displays message that note is created
How Voice works
User Benefits

• Sales reps can capture newly discovered information quickly on the spot

• Easily access to critical sales data, whenever and wherever needed

• Current data drives better visibility and decision making companywide
"Oracle's own sales organization was involved in developing Oracle Voice. We wanted to be sure that the user experience is seamless, works well on mobile devices, and is easy for all sales reps to use,"

- Kate Fitzgerald, Group VP, Oracle

"It understands me better than similar speech-enabled assistants do,“

- Andrew Dunleavy, Sales Representative, Oracle
Sapho
Moving from a Pull to a Push computing model

• Useful information spread across disparate Enterprise applications

• Difficult for users to sift through data to gather actionable insights

• Sometimes easier to “Push” system-derived insights on mobile apps
Sapho — A system to easily build intelligent apps for employees

- Push notifications and streams of cards to the right people at the right time
Deliver actionable insights

- Distribute secure cross platform apps
- Define when notifications/cards go out
- Deliver directly to the relevant users’ stream
User Benefits

• Simplified information delivery with a stream of actionable cards from systems that each employee cares about.

• Everything from opportunity closed, to service case opened, to quarterly financials can be delivered directly to the right people at the right time.

• Approvals and other actions are securely transmitted to transactional backends.
Feedback

“Sapho is Google Now for the Enterprise - it organizes your enterprise’s information and makes it useful and accessible by all employees”

- Steve Comstock, CIO, CBS Interactive
Takeaways
Observations and Lessons Learned

• Users want consumer grade experiences on enterprise mobile apps.
  – Desktop style navigation menus and forms don’t carry over well to mobile
  – New interactions (Voice/NLP, Notifications/Cards) need to be well tested to avoid user frustration

• On mobile and wearables, less is more. Focus on what is relevant to the user.
  – Ask only for key inputs when capturing information (default or pre-fill as much as possible)
  – Deliver only relevant and actionable information (limited screen real estate)

• Context aware systems will move us towards predictive push computing
  – Automatically prompt user to capture information (right after meeting)
  – Smartly deliver insights before the user asks for them (meeting briefing, earnings reports)
Thank you!

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