Voice Search 2008
C201 The Impact of Voice Search and Mobile Ads on Call Centers

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How’s Your Crystal Ball?

**Higher Volumes**
from new directories & mobile ads?

**Lower Volumes**
from better self-service?
How’s Your Crystal Ball?

Callers embrace natural language interfaces?

Higher Volumes from new directories & mobile ads?

Lower Volumes from better self-service?

More dis-satisfaction & backlash?

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Change = Opportunity

Get It Right – “Leading Edge”
- More self-service lowers your costs
- Good user interfaces increase satisfaction
- Increased volume converted into more sales

Get It Wrong – “Bleeding Edge”
- Customers don’t use your expensive new apps
- Self-service & satisfaction decline
- Increased volume drives increased cost
- Competitors pull ahead on efficiency & loyalty
Getting It Right – Thriving On Change

Changes in customer needs & behavior

Sense

Interpret

Understand meaning & root cause of change

Your Customers

New systems, policies & procedures

Act

Decide

Impact on people, process & technology
Detect Changes Early

Monitor Caller Experience Metrics

- New Reasons-For-Call
- Changes In Volume For Specific Call Reasons
- Caller Behavior In IVR Applications
- Caller Success Rates Thru Voice Applications
- Number Of Transfers By Call Reason
- Total Caller Invested Time By Call Reason

*Cradle-to-Grave, Agent & IVR Handled Volume*
Interpret Why Did The Data Change?

Drill Through The Data

- Dialing to Hang-Up
  » Including Partners & Offshore
- Iterative Slice, Dice & Visualize
  » Test Relationships & Discover Patterns
- Drill To End-To-End Audio
  » Learn Caller’s Emotions & Intent
- Collaborate With Stakeholders

Transform Data to Actionable Information
Caller Experience Analytics
Provide Insights To Be Proactive

Insights About Your Callers, Not Your Agents or IVR
Real-Time To Detect Changes Early
Data & Audio To Learn Caller’s Intent
Interactive, Iterative, Collaborative
Zero Integration To Keep Infrastructure Flexible
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