Wavoo

Conversational Interactions Conference (AVIOS 2017)

Phil Shinn, Senior UX Consultant
Agenda

• VoxGen and what we do
• What is Wavoo & what does it do?
• Announcing Design Cloud
We’re here to help…

• VoxGen has over a decade of experience in delivering engaging and natural customer experiences – the opposite of traditional IVR

• We focus on conversation in the context of multichannel experiences and lead with world-class design

• We deliver fast, and deploy anywhere: with a modern, web-centric app dev toolset on your existing platform, on premise, or in the Cloud

• We help organizations manage change and monitor performance of millions of calls through a continuous improvement process
Pharmacy

Oh yeah, it’s time to refill my prescription...

With the new data-driven IVR in place:

- Same day call-backs are down 12.5%
- Average call duration is down 15%
- Average customer satisfaction ratings are up to 4.8/5

And engagement with self-service options has increased by nearly 200%
Insurance

Is my claims adjuster still coming today?

Average time spent in the IVR dropped a third from 57 seconds to 38 seconds.

4 point decrease in call abandonments.

6% reduction in calls transferred to the main contact center.

8 point increase in customer satisfaction.

LIME: Info via SMS

Sample Functionality:

- Options will be provided in the IVR experience so caller can receive additional information or confirmation messages via SMS
- Areas of functionality: Balance information; Payment confirmation; Order status; Support ticket updates.
Cloud

Amazon Web Services – Availability Zone 2

Amazon Web Services - Availability Zone 1

- VXML Applications
- Speech Wizard Applications
- Application configuration (Real-time Spring configuration)
- Business Intelligence (Pentaho)

High Availability Application Container (Stackato)

- High availability messaging infrastructure (Rabbit MQ)
- High Availability Application Database cluster (Postgres)
- Call logging database (Amazon RDS)

Voice Platform – Location n

Voice Platform – Location 2

Voice Platform – Location 1

- Nuance Tier 1-4
- VXML
- SIP Gateway
- TDM

VPN

Real-time application configuration & reporting

https

sftp

Your infrastructure

Your telephony

Your Web Services, flat files & other APIs

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• SpeechWizard is designed for conversational applications
• It’s a ‘low-code’ framework that auto-generates most of the application
• But it won’t stop you diving into the code if you need to
• It’s built on Java, VXML and the industry standard Eclipse IDE
• It provides re-usable modules, services and tools
Control For Business Users

Stay in control with an easy-to-use online tool...

- Secure, multi-level access control
- Upload audio files
- Schedule broadcast messages

- Set Business Hours
- Configure Transfer Numbers
- Configure other application and IVR parameters
Eclipse-based IDE

- Design speech and DTMF IVR apps, extended to chat, Alexa other IoT environments
- Export Java code base for development (SpeechWizard)
- Create and manage grammars
- SVN interface for versioning
- Generates WoZ applications
- Manage concatenation strategies
- Generate recording scripts
- Manage audio files in different languages & personas
- Manage QA tasks
- Export VUI to HTML
- Export to GraphML
- Generate recording change document
• Open the .vui file
• Search state name in the Outline
• Click on state name

The state editor opens and displays state info, prompts and responses.

Next and previous states linked for navigation.
## Test Status Summary

<table>
<thead>
<tr>
<th>State Name</th>
<th>Percentage Passed</th>
<th>Percentage Tested</th>
<th>Test Results 'OK'</th>
<th>Test Results 'Omit'</th>
<th>Test Results 'Bug'</th>
<th>Total Numbers of Tests</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>83.33%</strong></td>
<td><strong>100.00%</strong></td>
<td><strong>35</strong></td>
<td><strong>6</strong></td>
<td><strong>1</strong></td>
<td><strong>42</strong></td>
</tr>
<tr>
<td>StartHere</td>
<td>100.00%</td>
<td>100.00%</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Welcome</td>
<td>83.33%</td>
<td>100.00%</td>
<td>5</td>
<td>1</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>BroadcastMessage</td>
<td>100.00%</td>
<td>100.00%</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>LiveInLondon</td>
<td>88.89%</td>
<td>100.00%</td>
<td>8</td>
<td>1</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>LiveInLondonYes</td>
<td>75.00%</td>
<td>100.00%</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>LiveInLondonNo</td>
<td>75.00%</td>
<td>100.00%</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>XferSwitch</td>
<td>75.00%</td>
<td>100.00%</td>
<td>6</td>
<td>2</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>Xfer</td>
<td>66.67%</td>
<td>100.00%</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Goodbye</td>
<td>100.00%</td>
<td>100.00%</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

Versioning

Subversion – SVN – Open Source

• Built into Eclipse
• Every file is versioned, with comments
• Every folder in the project is versioned and commented
• Copying, deleting, renaming is controlled and versioned
• Create/New, Share, Compare, Commit, Check-in, Checkout
Version Control Tab

List of changes sortable by state name, date, user, etc.

Versioning – in the design file

VoxGen Workflow Tool

- Anglian Water
- BroadcastMsg
- PaymentOnNot
- iDVAcount
- CantPay
- BalanceInDebt
- Balance
- XferOnFailure
- Xfer
- XferTransaction
- Welcome

Notes

<table>
<thead>
<tr>
<th>Changed State Name</th>
<th>Date</th>
<th>User</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>BroadcastMsg</td>
<td>06.04.11</td>
<td>dmontefu</td>
<td>Removed &quot;might be recorded&quot; (now in xfers)</td>
</tr>
<tr>
<td>PaymentOnNot</td>
<td>06.04.11</td>
<td>dmontefu</td>
<td>Removed the old ServiceProblem question and replaced with PaymentOnNot</td>
</tr>
<tr>
<td>iDVAcount</td>
<td>06.04.11</td>
<td>dmontefu</td>
<td>New prompt if caller said &quot;yes&quot; at PaymentOnNot</td>
</tr>
<tr>
<td>CantPay</td>
<td>06.04.11</td>
<td>dmontefu</td>
<td>New state: handling customers on DD who choose to make a payment at PaymentOnNot</td>
</tr>
<tr>
<td>BalanceInDebt</td>
<td>06.04.11</td>
<td>dmontefu</td>
<td>New NEXT STATE link if caller said &quot;yes&quot; at PaymentOnNot</td>
</tr>
<tr>
<td>iDVAcount</td>
<td>06.04.11</td>
<td>dmontefu</td>
<td>New NEXT STATE links plus new prompts if caller said &quot;yes&quot; at PaymentOnNot. Revised discourse marker in existing JNL</td>
</tr>
<tr>
<td>XferOnFailure</td>
<td>06.04.11</td>
<td>dmontefu</td>
<td>Added &quot;might be recorded&quot; (was in Welcome)</td>
</tr>
<tr>
<td>Xfer</td>
<td>06.04.11</td>
<td>dmontefu</td>
<td>Added &quot;might be recorded&quot; (was in Welcome)</td>
</tr>
<tr>
<td>XferTransaction</td>
<td>31.03.11</td>
<td>dmontefu</td>
<td>Removed explicit threshold value, now referring to the TDD</td>
</tr>
<tr>
<td>iDVAcount</td>
<td>31.03.11</td>
<td>dmontefu</td>
<td>Removed instructions on where to find the account number in JNL and put back &quot;I don’t have it&quot;</td>
</tr>
<tr>
<td>Welcome</td>
<td>31.03.11</td>
<td>dmontefu</td>
<td>Reverted to original welcome messages (undid 9th Feb changes), to reduce...</td>
</tr>
</tbody>
</table>
On offer for Free

• Created over 15 years by VUI professionals for Fortune 500 application design and development

• Great for
  • Creating conversational designs
  • Sharing them with the design team
  • Version control
  • Iterative process
  • Creating WoZ prototypes for voice and chat
  • Provides framework for development

• If you are using Word or Excel to manage your designs, this is your salvation

• Download for free - Contact us on website or give us your card now
• Launching in March
• A place for access to conversational design experts
• Usability testing
• Tutorials/training on using the tool
• For existing customers, SVN hosting of designs is free as part of support model
• Access to audio files and concatenation strategies
• Grammar development
THANK YOU!

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