Voice User “Intelligence” – Personalizing Speech Self-Service

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Voice User Intelligence – The New VUI

• VUI is not just “interface” anymore
• It’s adding intelligence to the interface
What is It?

• Voice User Intelligence - creation of intelligent applications allowing callers to get the task done faster and in a more personalized fashion
  • Proactive
  • Context-aware
  • History-aware
  • Interactive
Why do we need it?

• You Cannot Compete if You Have a Bad VUI
• Pretty good applications are becoming the norm, but “pretty good” is not good enough
• A bad VUI produces:
  • Customer attrition
  • Bad reputation
  • Transfers to an agent
  • Customer frustration
Next Generation Applications = Great Customer Service

• Best Practices in Development and Design
• Conversational Intelligence
• Contextual Intelligence
• Adaptive and Ageless Applications
Conversational Intelligence

• One size doesn’t fit all
• Adapt conversational behavior
  • During a call
  • Over several calls
  • Due to business process
• Example:
  • Nancy calls for flight status
  • Encounters recognition issues
  • Treated differently than another caller
Contextual Intelligence

• Dynamic call flows are data aware:
  • Who you are
  • Where you are calling from
  • What your intent is
  • What your interaction history is across all channels

• Back-end integration makes the front-end smarter

• Algorithms
  • Identity Confidence
  • Predict Intent

• Result: Lower the time a caller interacts unnecessarily with the system
Contextual Intelligence (cont.)

<Intro Branding> “Hello and thank you for calling Acme Insurance.”

“Is this Mr. Roberts?”

“Let me transfer you to someone who can help you right away.”

“Are you calling about your recent web quote for auto insurance?”
Adaptive, Ageless Application

• Deeper Analytics
  • Bringing lessons back into the next design
• Open-ended Search - Generation of Agelessness
  • For example, FAQ apps
  • Let’s play an example - Listen for:
    • Nested menus in classical VUI
    • Search changing paradigm
    • Agelessness
• Console-based designing
Summary

• Technology exists to make your customer service soar
• “Pretty good” is not good enough anymore
• It shouldn’t cost you an arm and a leg or take lots of time to radically improve your customer service with voice user intelligence
Thank You

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