Dynamic Customer Experiences

Voice Search Conference March, 2008

Jeff Wiles - Voice Applications Solutions

Genesys
Typical Reasons why Customers Call

- Have question - need answer: 65%
- Need something done – order, change address, etc.: 25%
- Need something fixed: 15%
- Have a complaint - not happy: 5%

Source: Benchmark Portal, June 2005
A Day in the Life of the Contact Center

- Push to IVR
- Extend CC
- Offer call back
- Reduce cross selling
- Process email
- Process workflow
- Extract from IVR
- Increase cross selling
- Return calls
- Cross Sell-opportunity
- Proactive calls

TIME

TRAFFIC
Consumers Still Prefer Telephone/Voice Interactions

Preferred Methods of Communications for Customer Service

- Telephone: 71.8%
- E-Mail: 51.0%
- Web Site: 28.4%
- Store: 20.1%
- Paper Mail: 14.3%
- Online Text Chat: 10.8%
- Online Voice Chat: 2.5%
- Fax: 0.7%
- Other: 0.5%

$n = 1,501$

Source: Yankee Group, Balancing Live Service and Self-Service in the Anywhere Enterprise, September 2007

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What people don’t like…

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long hold times</td>
<td>63%</td>
</tr>
<tr>
<td>Confusing automated menus</td>
<td>50%</td>
</tr>
<tr>
<td>Too long to answer</td>
<td>27%</td>
</tr>
<tr>
<td>Too many rep transfers</td>
<td>21%</td>
</tr>
<tr>
<td>System or agent did not have previously entered info</td>
<td>19%</td>
</tr>
<tr>
<td>Agent lack of knowledge about you</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>

Yankee Group 2007
Imagine This Caller Experience!!

- PSTN/IP
- IVR

IVR gets caller’s account number. Caller needs to speak with Expert, so opts out.

- PBX
- IVR


- Agent

Asks for account number again. Asks caller to explain reason for call, before transferring to Expert.

- Customer

Asks for account number yet again. Asks caller to explain reason for call again.

- Expert

Placed back in queue (end of line). No intelligent routing. No voice or screen transfer.
Callers blame IVR for poor customer service

Callers opt-out early, without providing IVR the correct data for Routing or CTI screen-pop

Callers rarely give IVR a 2\textsuperscript{nd} or 3\textsuperscript{rd} chance

They quickly figure out how to opt out and once they know, they do so repeatedly
  - Once damage is done, it’s done. Get it right the first time!
If CTI & Routing are poor (or don’t exist): Impacts IVR

- **Callers still blame the IVR for poor customer service!**
  - Not contact center technology (they don’t know what that is)

- Lack of intelligent routing decreases, *Poor First Call Resolution*

- No screen-pop means agents spend more time re-collecting data already gathered in IVR

- Erodes *self-service automation* rates
  - Callers feel time spent in IVR was “wasted” and are less likely to use it in future
  - Once damage is done, it’s done. *Get it right the first time!*

Sign up

** upsell
Engage Callers with Integrated Self and Agent-Assisted Service

Customer

Self-Service
Who is the caller?
Execute specific self-service applications

Genesys Customer Interaction Management Platform

Agent-assisted service based on integrated rules engine

Customer Database

Support
Gold Customer
Sales

Agent-Assisted Service
Blending Self & Agent-Assisted Service

Business Value

Align services delivered with customer value & needs

1 misrouted call could equal 50+ self-service calls

VSS

Enterprise Routing

Expert Contact

Customers

Self-Service

Agent

Expert

$ 0.3 - 0.5/transaction

$ 2 – 5/transaction

$ 10 – 20/transaction
Impact of Caller Experience on Business

Source: Benchmark Portal, June 2005

After Bad Experience, Would Stop Using Company in Future

Percent

Yes: 63
No: 37
Significance of Self-Service in Delivering Customer Satisfaction

- Critical: 29%
- Important: 47%
- Significant: 19%
- Insignificant: 4%

% of customer service executives

Source: Benchmark Portal (June, 2005)
How Much Would you Prefer to Use Speech Rather than Touchtone IVR?

<table>
<thead>
<tr>
<th>Preference</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very highly prefer</td>
<td>14%</td>
</tr>
<tr>
<td>Highly prefer</td>
<td>22%</td>
</tr>
<tr>
<td>Prefer</td>
<td>29%</td>
</tr>
<tr>
<td>No preference</td>
<td>24%</td>
</tr>
<tr>
<td>Definitely wouldn't prefer</td>
<td>10%</td>
</tr>
</tbody>
</table>

% of consumers who have used a speech application

Source: Benchmark Portal (June, 2005)
A well-crafted speech app is like having your best CSR on duty 24/7

Speech enhances customer experience and increases consumer loyalty.
This Data Implies the following:

- Majority of calls are for informational purposes
- There are significant opportunities for speech-enabled IVR to improve caller experience and reduce costs
- How an agent call is handled has a high impact in creating positive or negative company image and brand loyalty
- Speech-enabled IVR is an important channel to improve caller experience and reduce costs
- Using speech to gather information to assist agents allows you to get actionable data and your customers like it better!