How to Use NLU to Get Great CX!

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Using NLU with REAL Clients

• Nuance, Omilia, and GDF
• IVR and Chatbot, SLM and fully conversational
• Entertainment, healthcare, financial services, cable/telecommunications, utilities

Typical outcomes for our clients:

- 2-5% Increase in Self-Service/Containment
- 8-10% Improvement in CSAT Scores
- 60-90 second Reduction in AHT
- 5-10 point Reduction in Customer Effort Scores
Your application is never “done”

- If you have conversational technology, you must have an IVR/chat program.
- Reporting to see/hear automated experience and agent experience. Link them.
- You will never think of everything a user will say/enter. Don’t get hung up on it.
- You probably won’t nail the prompts the first time. Don’t get hung up on it.
- Listen to calls. Read real transcripts. You will find things that surprise you.
- Tinker, tinker, tinker. Iterate, iterate, iterate.

Focus on ongoing improvement, not perfection.
Nailing Prompts (You Won’t)

- Get something out in front of users.
- See how they react, adjust.
- Use short, easy words.
- Don’t know what to say? WWAAD?
- “How can I help you?” doesn’t need examples.
- Conversational means you can short-hand, don’t get too short. Or too long.
- Take into account the “newb” factor when writing prompts. Or don’t.
- You still have to pay attention to connotation. Maybe even more so.
User management strategies

• “Go ahead and authenticate”
• People won’t always say what they mean.
• The caller who runs at the mouth
• Context-driven user input
• You can’t eliminate your directed dialogue experience…
  …but you can eliminate a lot of wrap-up menus and disambigs.
• Agent + call reason
• Confirming multi-slot responses
• Don’t be Clippy!
Questions
Thank you
Let’s do something great