Thin Client Voice, Video, Collaboration—and Impact on Speech Analytics

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Perfect Storm

- Browsing leads to more calls to contact centers than magazine ads or newspaper spreads
- Voice and video are possible from browser-only clients
- Collaboration often the underlying reason for a customer service call
- Better-than-PSTN voice is possible via VoIP
- After the call, speech analytics can benefit from better VoIP fidelity
- HTML5 and webRTC will only improve the use case
Example

Customer clicks on Live Video Chat Link
Welcome

Discover how our innovative communications systems can improve your enterprise. Choose an option below to begin a video call with an agent.

- Unified Communications
- Contact Centers
- Networking
- Small Business

Customer clicks on option
Microphone and Camera Check
Optional Biometrics Via Avaya Voice Portal IVVR Platform

Please say the following phrase:

“TWO SIX NINE THREE”
(2 6 9 3)
Optional Natural Language Call Routing Via Avaya Voice Portal IVVR Platform
Customer receives Flash/SIP video wait treatment
Customer and agent converse
Agent: Hello, how may I help you?
Customer: Yes, I have questions about your architecture.
Application Sharing
Sample Application Scenarios

- **Healthcare**
  - Remote consult
  - Life Coaching

- **Help Desk**
  - “Let me show you” the documentation

- **Pharmaceutical**
  - Drug rep to doctors

- **Financial**
  - Bank in the cloud

- **Retail**
  - PC manufacturer provides “expert service” at a big box store via video
ROI Benefits

Cost Savings:

- Save agent time via context screen pops
- Replace PSTN calls with Internet calls

Assumptions:

- 15 sec savings per 4 minute call

Results:

- Up to $2,400 savings per agent per year or $240K for 100 agents per year

100 agents = (approx.)
up to $240K in annual savings
Thin Client Audio Speex

- Codec available in Flash today
- Wide range of bit-rates available (from 2 kbps to 44 kbps) – Flash implements up to 42.2 kbps
- Ultra-wideband mode at 32 kHz (up to 48 kHz)
- Code Excited Linear Prediction (CELP) based

- Bottom line: Better than PSTN audio available in less bandwidth than G.711 (64 kbps)
Desktop vs. Telephony IVR, and Sound Signal Bandwidth

- **COMPACT DISC**
- **FM-RADIO, DESKTOP, SPEEX**
- **AM-RADIO**
- **TELEPHONE**

Signal Bandwidth (Hz)
Avaya + Aurix

- **Aurix**
  - Spin off of UK Defence Research Administration work
  - Stand alone company
  - Speech search and analytics ‘attached’ to contact centers, legal inquiry applications, and media search systems

- **Avaya**
  - World leader in contact centers and customer service systems
Aurix Speech Analytics

SEARCH

TAG

ANALYSE

RESPOND

Train
Enforce
Encourage: Efficiently
Extends the role of a browser from…

A visual markup language interpreter

… to …

An extended programmable platform for:

– Responsive visual client services
– Core-provided voice & video services
– Expanded programming capabilities
Summary

- Leading ‘calls’ from web activity enables
  - Voice, video, & chat
  - Collaboration
  - Superior audio

- Speech Analytics thrives on superior audio
  - Improved operations becomes part of focus
  - Automated response also improved if useful