Machine Over Human: Speech Applications Take Direct Response Orders

Patrick Nguyen
CTO
Voxify
March 11, 2008
Agenda

• The impact of direct response on the contact center
• Using speech applications to take the order
• The “must-haves” for using speech applications for direct response
• Demo: “Yes, I’d like to buy a camera”
• Wrap-up
Direct Response – The Phone is Still King

- Direct response captures consumers’ attention with:
  - Traditional media ads – tv, radio, print, mail, etc.
  - Mobile ads
  - Audio ads
  - Interactive outbound calls
- The preferred response mechanism? The phone!

Voice is ubiquitous, convenient, and more effective in closing the transaction
The Impact on the Contact Center

• Unpredictable call volumes
• Extreme spikes, short-lived campaigns
• Any-time-of-day calls
• Expensive training, staffing, and scheduling of live agents
• Longer hold times, more abandoned calls, lost revenue

Using live agents to answer direct response calls is often cost-prohibitive and impractical
# Speech Applications vs. Humans

<table>
<thead>
<tr>
<th></th>
<th>Speech Applications</th>
<th>Live Agents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supports unpredictable call volume</td>
<td>√</td>
<td>X</td>
</tr>
<tr>
<td>24x7 availability</td>
<td>√</td>
<td>X</td>
</tr>
<tr>
<td>Cost-effective</td>
<td>√</td>
<td>X</td>
</tr>
<tr>
<td>Supports multiple offers easily</td>
<td>√</td>
<td>X</td>
</tr>
<tr>
<td>Consistent, high quality</td>
<td>√</td>
<td>X</td>
</tr>
</tbody>
</table>

*Speech applications are much better suited than humans for direct response*
Speech Application Architecture

Speech Self-Service

Voice Browser
Speech Application

Contact Center

Live Agents

Back-end Database
Not Just Any Speech Application Will Do

- It takes a sophisticated speech application with the following “must-haves”

  - **Capacity**: Virtually unlimited
  - **Flexibility**: Highly dynamic
  - **Usability**: Naturally persuasive

*The speech experience should be as good as, or better than, your best live agent*
Capacity – Scaling the Tallest Peaks

- A hosted speech application offers:
  - Unlimited capacity
  - Continuous tuning
  - High level of security
  - No capital expense
Flexibility – Enabling Dynamic Campaigns

• Use templates:
  • Pre-built call flows with parameters
  • Flippable ‘switches’ that determine call flow
  • Rapid iterations of the speech application
  • Industry best practices
Template Framework

1. Authoring
2. Parameterization
3. Instantiation
4. Customization
5. Regeneration

Requirements
Template
Designer
Metadata Manager
Template Engine
Application Base
Configuration Manager
Client Application
Call Flow
Template Instantiation

**Instantiate Person**

**Instantiate Phone**

**Instantiate LastName**

**Instantiate Address**

**Address Configuration**

- **Target Module**: com.voxxify.bec.hos.person.address
  - Browse...

**“Confirmation” Prompt Type**

- Billing
- Same

**Collection Options**

- Collect Phone Number/Targus Lookup
- Include Pre-Code

- **Apartment Collection**: Don't collect if missing, don't confirm if existing (billing)
The Usability Challenge: Print vs. Speech

AMAZING TUB SCRUBBER
Scrub with Ease and Stay off your Knees!

Tired of getting on your hands and knees to clean the bathtub or shower?

Worried about ingesting those nasty chemicals at close range? Do you have lower back pain, arthritis or sore knees? Well suffer no more! Introducing the Amazing Tub Scrubber! The most effective way to clean a bathtub or shower without EVER having to bend over again! It’s the ONLY cleaning tool that combines the power of a scrub brush with the ease and flexibility of a mop. Current TV has been tested and the roll-out begins in November! The brush is equipped with over 200 non-scratch bristles that virtually do the cleaning for you. The pivoting head allows you to get into tight corners and other hard to reach places in your bathroom. And the telescopic handle easily adjusts to any length, allowing you to quickly move from the tub, to the tile walls, to anywhere in your bathroom! And when you’ve finished scrubbing, don’t struggle to rinse hard to reach areas. Simply turn the brush over and SQUEEGEE the dirty water away for a streak free shine…

Print/Web Advertisement
(http://www.asontv.com/household/amazing-tub-scrubber.html?ref=sz&s_cid=28)

While print is passive, audio direct response actively drives prospects into the funnel
Usability – Ensuring Higher Conversion Rates

- A good **voice user interface** (VUI) is key:
  - Engaging personality
  - Efficient design
  - Flexibility using dynamic prompts
  - Convincing dialog with contextual responses and rebuttals

*The speech application represents your company’s brand persona*
The Unique Requirements for Interactive Outbound Calls

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timing</td>
<td>Call when customer is likely to be available</td>
</tr>
<tr>
<td>Expedience</td>
<td>Need to engage the customer immediately</td>
</tr>
<tr>
<td>Authentication</td>
<td>Verify that it’s the intended recipient quickly</td>
</tr>
<tr>
<td>Customer information</td>
<td>Have data already about customer to improve efficiency</td>
</tr>
<tr>
<td>Voicemail detection</td>
<td>Ability to leave an appropriate message or call back</td>
</tr>
</tbody>
</table>
Outbound call from Bonus Buy Electronics notifying prospect of a price change on Sony Cybershot digital camera. Structure of direct response calls:

- Place outbound call during specified time of day
- Achieve “right party connect”
- Verify caller identity
- Offer purchase or reserve for in-store pick-up
- Make purchase with credit card on file
- Up-sell San Disk SD Card, $19.99
- Give confirmation over phone and by email
# Highlights of the Demo

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timing</td>
<td>Bonus Buy calls in the evening as specified</td>
</tr>
<tr>
<td>Expedience</td>
<td>Quickly identifies who is calling and why</td>
</tr>
<tr>
<td>Authentication</td>
<td>Confirms person answering is Jacob Peters</td>
</tr>
<tr>
<td>Customer Information</td>
<td>Asks for zip code to verify address for purchase</td>
</tr>
<tr>
<td></td>
<td>Makes purchase with credit card on file</td>
</tr>
<tr>
<td>Voicemail Detection</td>
<td>Not applicable in this case</td>
</tr>
</tbody>
</table>
Conclusion

- Speech makes direct response viable and profitable
- Sophisticated speech applications offer unlimited capacity, extreme flexibility, and high usability

*Machine over human: speech takes direct response orders better than humans*
Thank You!

Patrick Nguyen
patrick.nguyen@voxify.com

www.voxify.com