Multimodal Agent-Mediated Call Center Services

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Multimodality
Call Center Service Types
Multimodal Transactions
Agent Behavior
Next Steps
Who is Convergys?

<table>
<thead>
<tr>
<th>Three Service Areas</th>
<th>Worldwide Capabilities</th>
<th>A Leading Publicly-owned Company</th>
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<tbody>
<tr>
<td>▪ Customer Management</td>
<td>▪ 75,000 employees</td>
<td>▪ NYSE, S&amp;P 500, Fortune 1000</td>
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<td>▪ Information Management</td>
<td>▪ 90 contact centers</td>
<td>▪ Fortune Most Admired last 7 yrs</td>
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<td>▪ HR Management</td>
<td>▪ Over 575 clients in 70+ countries</td>
<td>▪ $2.8 billion in revenues</td>
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What is Relationship Technology Management?

An Outside-In Approach to match customer needs to client needs

**Customer Needs**  
(Per Forrester)
- Consistent Channel Experience
- Advanced Self-Service Capabilities
- Live Support on e-channels
- Agents Who Know My History
- Proactive Support and Notification
- Extended Hours of Service

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**Client Needs**  
(Per Yankee Group)
- Enhanced Customer Experience
- Improved Revenue Opportunities
- Lower Operational Costs
- Lower Operational Costs

**Multichannel multimodal solutions**
- Customer Experience
- Analytics
- Collaborative Solutions
What does “Multimodal” mean?

• Remove single modality limits
  synchronize all modalities (GUI and VUI)
  consistent terms (standard, common)
  match modality to the task => analytics

• Adds More Value
  visual : spoken :: parallel : serial ….. is this true??
  Navigation + Data Entry/Retrieval => Voice Search
  VoicePad for session memory

• And leads to …
  “Wrapper” integration into existing application
  “Streamlined” work flow = solutions
  Training and Error Handling
Value Proposition: Agent Multimodality

IF ..... Add VUI to a CRM GUI
   – Voice Activate screen-based actions
      • Navigate = move from screen to screen
      • Data entry = place data into a field
   – Interweave into the agent’s “flow”
THEN ..... 

Lower Handle Time
Reduce handle time because less effort for frequent activities.

Enhance Quality
Standard flows improve consistent information transfer.

Improve Satisfaction
Increase “in-the-loop” communication, increase first call resolution.
Multimodality Transactions and Tasks

Individual Modality Baselines
Transaction done in either modality

Multiple Modalities
use a “comfortable” modality
comfort level may change for task
transaction appears easier and faster

Some tasks take less effort in a specific modality
due to ease of use or complexity
[analytics]
What tasks should be voice-enabled?

Transaction Type:

Broad
access to all paths
enable most paths completion
easy navigation and data entry

Deep
many steps to a transaction
navigation from place to place
often repeated step

Recurring Component
validation, notes
few seconds, many times

Task Types:

• most frequent task(s) – navigation, buttons, drop-downs
• repetitive use cases, standard processes [analytics]
• streamlines for multi-step processes (shortcuts, defaults)
• shortcuts to other desktop or web apps
Transaction Context = Package Delivery
GUI - step-by-step or MMUI shortcuts
Multi-step utterances
Autolaunch next action(s), assumptions \(\leftrightarrow\) interaction analytics

Streamline
Follow dialog flow
VoicePad when data occurs
Jump to screen(s) [voice search]

Ex., Vacation Hold Streamline
May I Help You?
I can help you Hold Delivery.
Begin on June 20th.
Resume on June 28th.
Your Telephone number is 660 694 3592.
I’ll save this transaction.
Thank you for calling.
Multimodal Agent Behavior: Demographics

**TENURE**

Separation at day 5

Days on AVA

AHT (seconds)

- Tenure 2 years or less (n = 12)
- Tenure over 2 year (n = 14)

**AGE**

Separation at day 12

Days on AVA

AHT (seconds)

- 20-30 yrs (n = 10)
- 31-49 yrs (n = 9)
- Over 50 yrs (n = 7)
Multimodal AHT- Performance Groups

AVA Group - w/o CTI Agents

Successful Agent

- Comfortable with new technology
- Shorter tenure
- Uses most of AVA most of the time
- Uses conference mode

Mismatched Agent

- Longer tenure
- Resistant to technology changes
- Extensive use of Mute mode
- Dependent on a notepad or scratchpad
Multimodal Agent Preference Scores

Verbatims

Service  
AVA made a big difference for Hold, Redelivery, Local Office and any Service Request

Training  
Need more Hands-on practice with the Push-To-Talk and simulated calls

Voice Processing  
Sometimes needed to repeat numbers, short one-syllable words, alphas

Platform  
Willing to use AVA longer
Multimodal Call Center Tool – Next Steps

1. Voice Search
   Streamlines and Context
   Smaller Vocabulary
   Wrapper

2. Self-Care Analytics
   Best Practices
   Multimodal from begin to end

3. Dialog Flow Model
   Training - Sequence of Modules
   Mixed Initiative
   VoicePad