Reasons Why Agent-Assisted Speech IVR is Important to the Customer Experience

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Client Base

Automotive Clients
Serving 92% of the OEM market

Insurance Clients
Dominant provider of “Sign & Drive” RSA & Accident Scene Management

Diversified Clients
Delivering varied auto club & revenue generating consumer programs

Servicing 5.5 million events per year on behalf of 100 corporate clients & over 80 million customers
Roadside Call Process

Two Years Ago

1. Contact CCAS
2. Roadside Assistance
3. Are you safe?
4. Profile Identification
5. & Call Reason
6. Determination
7. Coverage
8. Determination
9. Disablement Location
10. Resolution
11. Tow to Dealer
12. Locations

Survey
Automated Closed Loop
Dispatch Process

Service Provider Selection

= speech automation
Business Challenge

• **CCAS offers unique products to each client**
  – Tailored to client needs
  – Require repeatable accuracy for each customer interaction

• **Provide emergency roadside assistance calls**
  – Customer often under duress
  – Potential unsafe conditions or in an unknown location

• **Optimize customer’s experience while:**
  – Providing quick response times
  – Ensuring strong data integrity
  – Lowering operational costs
  – Ensuring contractual obligations with clients are met
Automated Speech

- Created a Center of Excellence around speech automation
  - World class technology
  - Extensive grammars
  - Don’t lock customer in
  - Allow customer to move through quickly
  - Leverage directed dialogs
- IVR speech automation capture integrated with CTI screen pop
- Emergency calls identified & prioritized
- Allows agent focus on CSI not data collection

- Data captured by automated speech IVR includes:
  - Safety (911)
  - Home Phone Number
  - Last 8 of VIN
  - Customer Profile Validation
  - Disablement Location
    - At home?
  - Mileage
  - Disablement Reason
Roadside Call Process

Today

1. Contact CCAS
   Roadside Assistance
   Are you safe?

2. Profile Identification
   & Call Reason Determination

3. Coverage Determination

4. Disablement Location Resolution

5. Tow to Dealer Locations

6. Service Provider Selection

7. Dispatch Process

8. Automated Closed Loop

9. Survey

= speech automation

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Automated Speech

- **Low Complexity Data**
  - Safety (100% success)
  - Phone Number (79% success)
  - Customer Profile (52% success)
  - Vehicle’s Mileage (65% success)

- **High Complexity Data**
  - Disablement Reason (54% success)
    - works well by leveraging Directed Dialog
  - Disablement Location
  - Dealer/Repair Facility Selection
    - Particularly difficult if customer unfamiliar with local area
Roadside Call Process

Tomorrow

1. Contact CCAS Roadside Assistance
2. Are you safe?
3. Profile Identification & Call Reason Determination
4. Coverage Determination
5. Disablement Location Resolution
6. Tow to Dealer Locations
7. Service Provider Selection
8. Automated Closed Loop
9. Survey

= speech automation
Automated Speech - Conclusions

• Capture high complexity data elements
  – Agent can interpret and capture complex responses silently

• Interpret customer responses when technology fails or isn’t tuned for specific scenario
  – Avoiding asking the same questions repeatedly
  – Customer is providing data but difficult to interpret/collect

• Enable agents to assist multiple customers simultaneously

• Provide best possible customer experience
  – Knowing when customer is frustrated and passing to an agent
  – Adjusting the VUI to customer (faster/slower, provide examples or not)
  – Minimizing time to resolve request

• Agent-assisted IVR is key to the successful evolution of automated customer experiences