

# The Role of Voice Self Servicing

“Speeches are like babies. Easy to conceive but hard to deliver”

- Aristotle

Speech Recognition, the Industry and Applications

# Topics to cover

- ◆ A Challenging history
- ◆ Changes in Service environment – what does it mean with Speech
- ◆ Which Application – Service platforms not just speech applications.
- ◆ “Opportunities” and lessons learnt.

# Speech Recognition

- ◆ As a technology, Speech recognition works.
- ◆ There are multiple case studies of successful working applications.
- ◆ Speech has a clear role in customer interaction.
- ◆ As a primary customer interface toolset it has not eventuated to the degree predicted.
- ◆ Not all customers *like* our applications.



# 2000/01 A Quick Snapshot


- ◆ High Profile Industry
  - ◆ Advancing technology
  - ◆ Early adopters
  - ◆ Extreme optimism
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# Primary Targets

- ◆ PC Application
  - Voice word processing
  - Voice Windows Navigation
  - Voice Web browsing
- ◆ Embedded Applications
  - Home Automation Controls
  - Auto : maps, stereo controls, web browsers
  - Wireless Handsets
- ◆ Telecom Applications
  - Enterprise
  - Call centre
  - Service provider
  - Voice Portal

# Primary Targets – cont'd

- Ticketing
- Auto Attendants
- Stock Quotes
- Reservations
- Directory Assistance
- Calling Card
- Name dialling
- Speaker verification


SPEECH RECOGNITION – “Listen to the market  
Explode” 

# 2005 – Today's world

- ◆ Rationalised Speech market.
- ◆ Base Speech applications still the most common.
- ◆ Substantially smaller \$\$\$ industry.
- ◆ Mobile phones become “weapon of choice”  
19.2 M users in Australia.
- ◆ Growth in call centre volumes slows.
- ◆ Broadband at critical mass.
- ◆ Surf's Up !!!!!.

And the point is.....

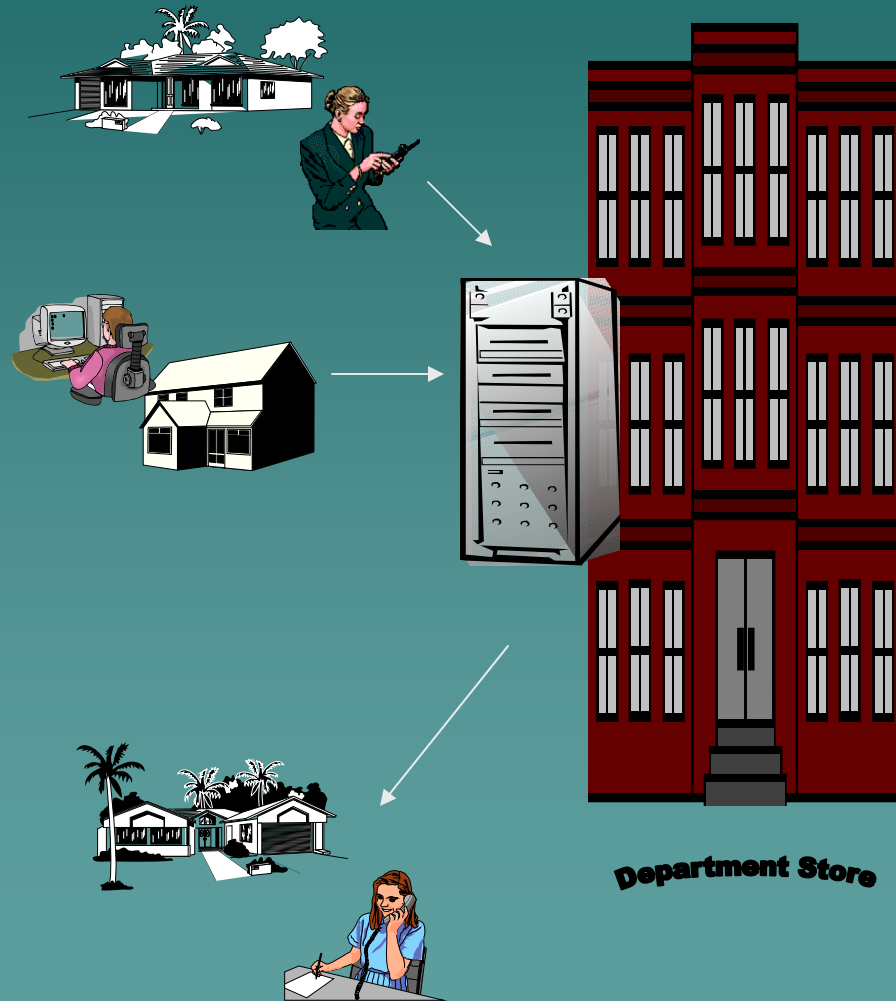
# Processes and Speech Enablement

- ◆ Front Of House versus Back of House.
- ◆ What are the primary processes and interactions?
- ◆ Transaction volumes are not always the right answer.
- ◆ Understanding the customer view and language. 
- ◆ Why doesn't the customer understand it for their own good.
- ◆ What are those people in marketing doing?

# Processes and Speech Enablement

- ◆ The process is a good fit but the rules don't suit.
- ◆ What if I combined other functionality with Speech recognition?

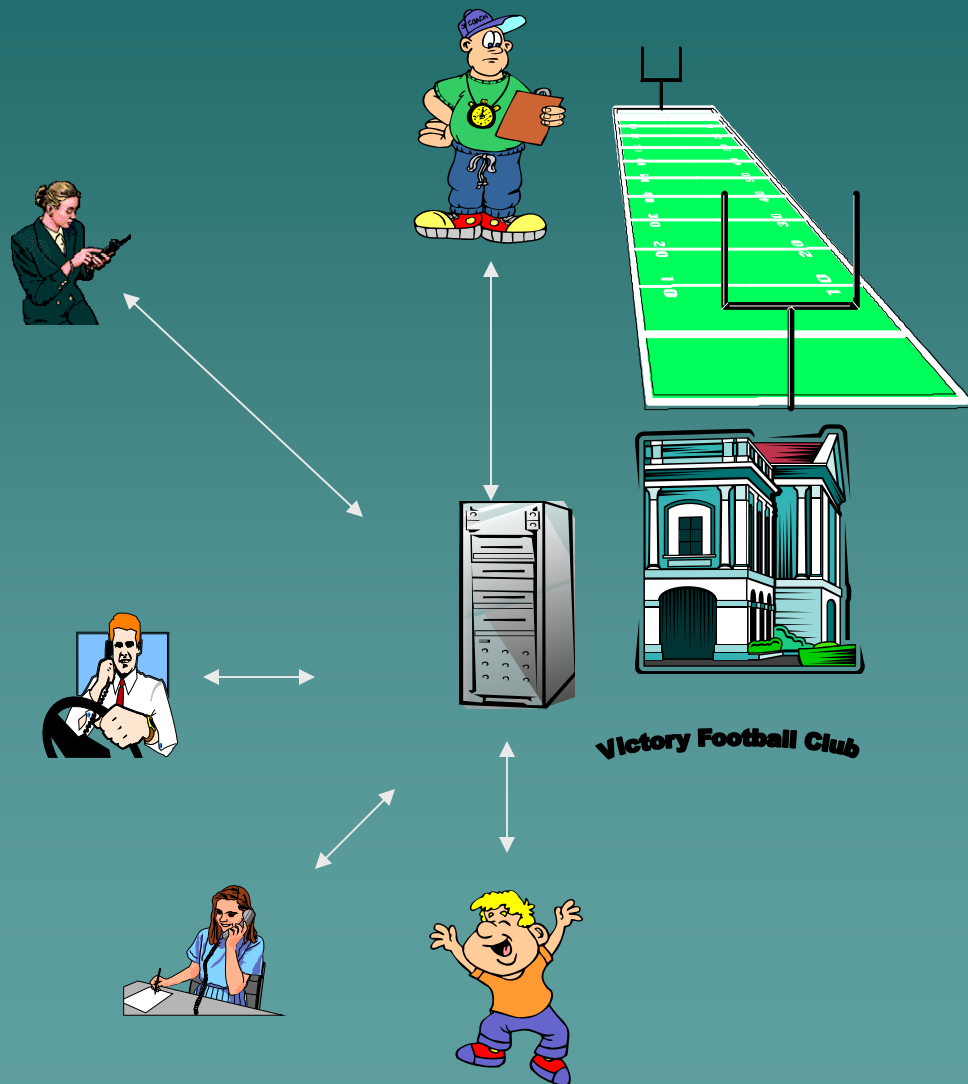
## Multi Services Platform Retail Solution



## APPLICATIONS

- Automated Telemarketing of “Special Offers” to preferential customers.
- Central automated attendant service with Speech recognition.
- Store location/hours information.
- Automated catalogue/direct mail order taking system.
- Automated Product delivery information/updates.
- In store product and services location guide.
- Web self managed bridal registry combined with Speech recognition service to callers.
- Account Information.

## Multi Services Platform Sport Club Solution



## APPLICATIONS

- Automated Ticket Sales and seat reservation system .
- Members section for weekly “coaches” message to supporters.
- Speech enabled player/match statistics and game details.
- Outbound telemarketing membership sales system.
- Automated ordering of team colours, clothing and other merchandise.
- Club Sponsors Competition lines.
- Outbound contact system for players, trainers etc advising of venue details and other club information

# Processes and Speech Enablement

- ◆ Where does the process fit with the company strategy.
- ◆ What could impact the ROI

# ROI – Its all in the numbers

- ◆ Soft benefits
- ◆ Industry impacts
- ◆ Quick fix impacts
- ◆ Replace cost with revenue.

# Speech versus DTMF

- ◆ Both have a place
- ◆ Driven by generation, access and suitability
- ◆ Pay By Phone example

# Lessons learnt

- ◆ Look at the “quality” of the speech transaction as well as the completion rate.
- ◆ Review and tune continuously.
- ◆ Multiple quick “fixes/wins” cause longer term problems.
- ◆ All colleagues are Script “experts”.
- ◆ Marketing wanting “menus” for statistics.
- ◆ Good vendor relationships are key.
- ◆ Fix the people and processes first – then decide if you still need the technology solution.

# Thank You

◆ Questions/Comments