

The Bad and the Good of Speech Recognition Implementation

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- Australia's fifth largest bank and one of the top 15 publicly listed companies in Australia.
- Founded in 1937, St.George built a reputation as Australia's foremost building society, before achieving full banking status in July 1992.
- The St.George Group has over 8,400 staff

Branches

254 Retail
16 Corporate and
Business Banking

Customers

2.6 million

Total Assets

\$100 billion



Customer Contact Centre

www.voiceleadershipforum.org

CCC Staff : 872

Calls Per Annum : 6 million

Phone Banking Calls pa : 22 million

Emails per annum : 72,000

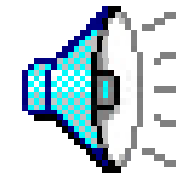


Why Speech Recognition

- High ratio of call transfers – 23%
- Customer satisfaction under threat
- Reputation
 - Website accolades as leading edge overtaken
- Lack of Phone Consultant accessibility for customers

The Bad

- Organisational 'Battles'
- Proving Business Case
- Changing paradigms
- Speed to market
- Change management
- Hidden Costs
- Simple changes are complex
 - The 'ripple' effect
- Maintain consistent project staffing



The not so bad

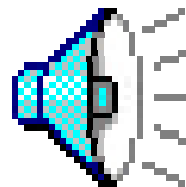
- Champion concept
- Engagement with stakeholders & staff
- Project Management
- Ability to roll out to other St.George entities
- Communication plan
- Phased roll out

The Good

- Call Transfers reduced by 33%
- Customer navigation time reduced by average 25 seconds
- Call duration reduced by average 40 seconds
- Staff satisfaction at highest rate – ever
- Customer Satisfaction increased
 - Jones Donald
 - Ad Hoc Surveys
- Staff savings reinvested into business

The Good

- The new voice of St George – ‘Sarah’
- Engagement Across Group
- Unsolicited Customer Comments
 - ‘Better than Telstra, Qantas, and that cab company’



The Good

