

***“12 months on,
operationally leveraging a
successful speech
deployment”***

Nigel Piper, Inland Revenue
Mike Banbrook, Salmat

A bit about IVR

Inland Revenue aims to improve the economic and social well-being of New Zealanders.

We collect revenue to fund government programmes, distribute social policy payments, and administer KiwiSaver.

We have:

- 6,518,000 taxpayers
- 900,509 KiwiSaver members
- 530,000 student loan borrowers
- 190,300 customers receiving regular working for families tax credits payments
- 173,000 child support paying parents
- 175,000 child support custodians

A bit about Us

- Mike Banbrook



A bit about Us

Nigel Piper



The next 30 minutes or so

$$\left[\frac{-\hbar^2}{2m} \nabla^2 + V \right] \Psi = i \hbar \frac{\partial}{\partial t} \Psi$$

Strategic and Business Fit

Our way forward



Target and tailor our activities through understanding our customers.



Optimise organisational efficiency and reduce compliance costs over time.



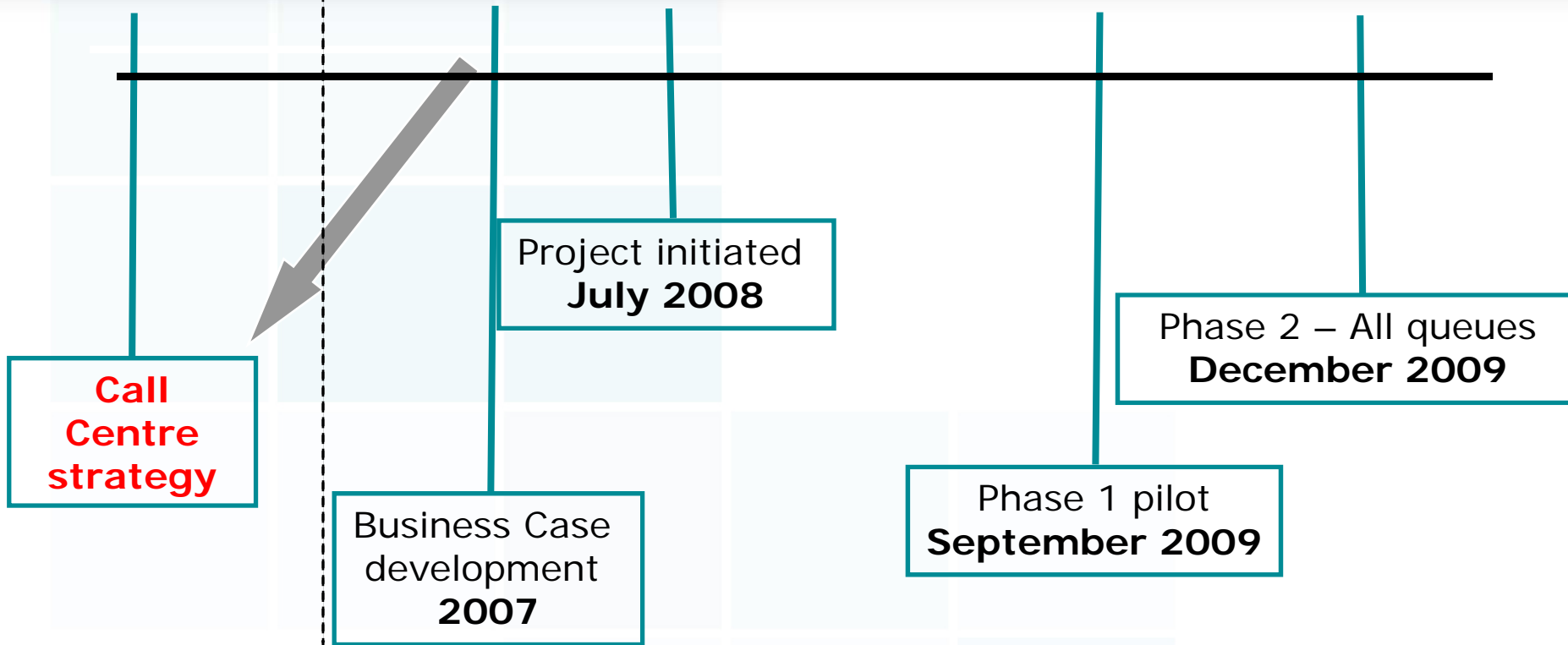
Create an environment which promotes compliance.



Continually invest in our people and the tools to deliver our future outcomes

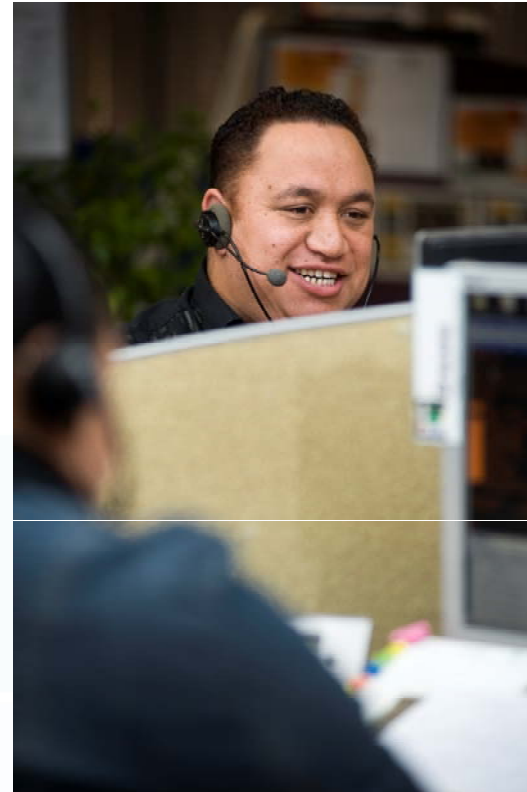
Recapping just for a second

The IR Plan



Virtual Hold

- Went **live** August 2008 (took us 3 months to implement)
- Improve **customer experience**
- Reduce unnecessary **repeat calls**
- Improve **organisational efficiency**
- Reduce **costs**
- Promotes **compliance**



Some Numbers

- **45.3 million minutes saved**
- **57.7% uptake** across the queues (some queues have almost 72% uptake)
- **2.1 million customers** have used it
- **92% successful connect**
- **2.2% of customers** have **cancelled** their call back
- **80% EWT accuracy** +/- 5 minutes



“I think it’s great; the **customers are much happier**, thus more pleasant for us to deal with. It virtually **eliminates any tension** built up from having to wait for half an hour to speak with someone. **Fantastic idea!!!!!!**”

Speak to IR

- **Started – 2008**
- **Open navigation – natural language speech recognition**
- **ID&V – Identification and Verification**
- **Improved customer experience**
- **Reduce internal queue transfers**
- **Channel choice and easier access to Self Service**
- **Better customer experience**



Key Decisions



- **Pilot – August 2009 (completed December 2009)**
- **Voice of IR – male or female?**
- **Utterance capture – 90,000 captured up front (and it never stops)**

Reduce internal queue transfers

Channel choice and easier access to Self Service

Banner messaging

Rationalising the number of Queues.



```

+CMC + E SVOC - CALL MANAGEMENT SYSTEM +12:45:02+ +25/02/11+
SVSC1100 SVOC - VALIDATION DETAIL 27ROPA

```

```

IRD: + +
Loc: + +
Str Adr:
Pst Adr:
Phone:
+ + Email Addr:

+ + Addr Last Update :
+ + Change Addr :
+ + Change Name : -
+ + Name Search : -
+ + Entity Class :
+ + P/Word :
+ + Nominated :
+ + Tax Type :
+ + Bank Acco :
+ + Tax Agent :

NEXT CONV +
01-Help

```

Xpress Client - Inland Revenue Department

Softphone - 27ROPA@41882

Actions:

Answer Hold Consult/Transfer Consult/Confer Retrieve Hangup Make Call

1 ABC DEF
 2 GHI JKL MNO
 3 4 5 6
 7 8 9
 * OPER #

Number To Dial:

Open Connections:
 DIALING

ACD Actions:
 Logon Logoff

Agent State:
 Available
 Unavailable
 Follow-up

Away Reason:

Agent Mode:
 Inbound
 Outbound

Close Utilities Send Message Close

Talk Time: 00:00:00 Hold Time: 00:00:00

Date Time	IRD Num...	Wrap Up Description
25/02/2011 ...		inhouse acct called re: Missing
25/02/2011 ...		
25/02/2011 ...		
25/02/2011 ...		NOMINEE called missing
25/02/2011 ...		PARTNER called re
25/02/2011 ...		dir called about ceasing
25/02/2011 ...		DIRECTOR pre-e
25/02/2011 ...		, ph: called to cease SLS. Loa
25/02/2011 ...		
25/02/2011 ...		inhouse adv unable to file/pay gst Jan 1
25/02/2011 ...		Referral Corry to Greymouth 10 at:25/02/2011 12:27:00

Business Process

Explore

GST reass 15

Firefox Version 3.6

Call Centre KB home page

e-Service Inland R

Address and postcode ...

WordPad

Internet Explorer

Mailbox SAP Logon

About Xpress Client

Xpress Client

Version: 5.0.1

"I am here to delight my customers!"

IBM

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Contact Centre Knowledge Base

Start Call Centre KB home pa... Novell GroupWise - Mail... Document - WordPad Softphone - 27ROP... Xpress Client - Inland ... 1_XPRESS Telnet - FIRST 12:46 p.m.

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What we think is pretty cool

- **One and done**
- **Dynamic Menus**
- **Male voice**
- **Caller intent and verification status presented to reps**



Allows 'cold' transfers

ID&V

Use of originating number to speed up getting the customer to the right place

Where to from here

- Continuing to add **new call flows**
- **Continual tuning**
- **After Hours approach using Speech**
- **Prisoner line**
- **Exclusion list**
- **Training by caller intent (task)**
- **Biometrics**
- **Self Service, self service, and more self service**



1011 0110 Biometrics

I hate talking about what we're 'going' to do, but ... if you are interested we've designed it to ...

Still work even though a customer may not know their **unique identifier**

Use it to **reset passwords** for our on-line services

Remember **successful parts** of a registration process

Target our **frequent customers** first

Target the **key times** we want customers to **register**



Self Service

- **Reviewing** all of our self service applications
- We need to make it more **successful**
- We let people out a little to early and we aren't giving them the **right experience**

Creating entry points

Reviewing the customer experience once they are in there

Building new applications to support common enquiries



Questions

