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FastTrack Your Legacy IVR System

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AN ALCATEL COMPANY



The Evolving Role of Self Service in Customer Communications

Drew Kraus

Gartner

May 10, 2007

“I want to speak to a
REAL HUMAN BEING”

**OK, no not her
...or him**



“I want to speak to a
REAL HUMAN BEING”

Who understands me
my background,
my problems,
and can help me now





OK, sometimes I'd rather use a machine when

- ▶ It's **Quicker**
- ▶ It's **Tolerant**
- ▶ It's **Secure**
- ▶ It's **Accessible**

Key Issues

1. What are the key trends driving voice self-service adoption and migration?
2. How do speech applications help to achieve contact center and corporate goals?
3. How should I plan to evolve my voice self service environment?

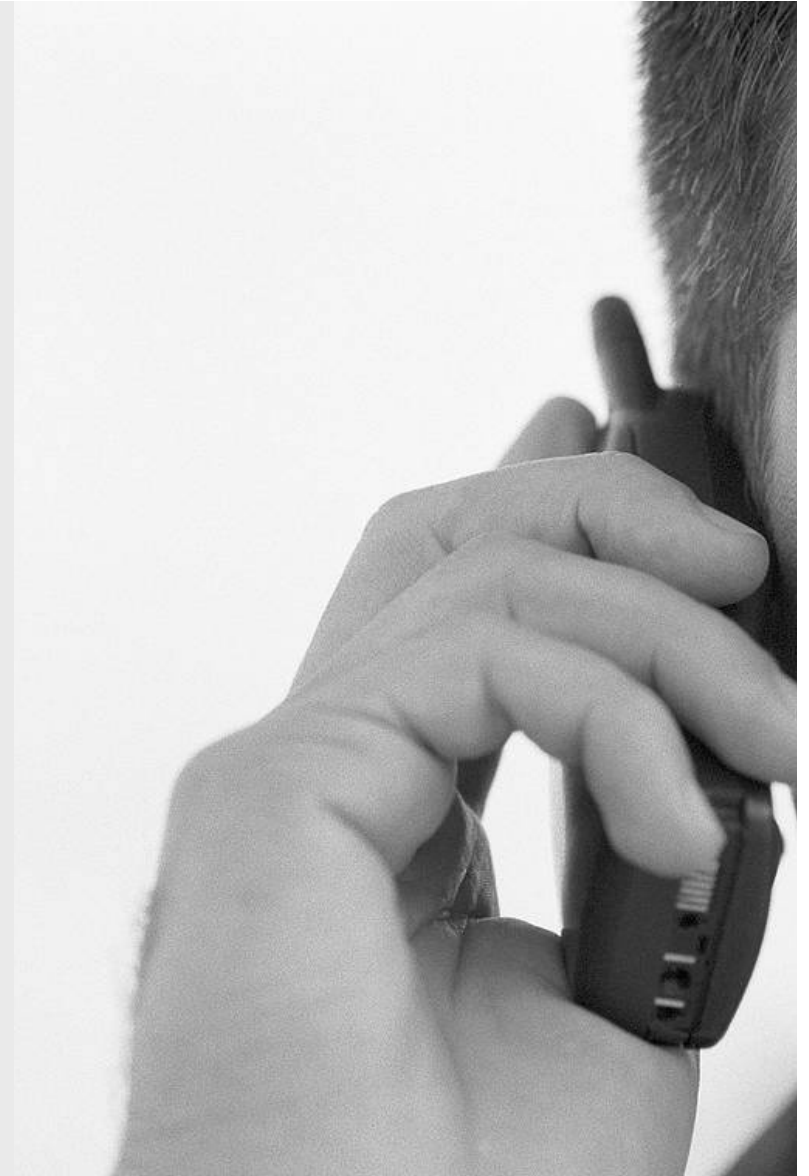
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Broad Trends in Contact Centers

- IP Contact Center agent positions expected to outpace TDM agents globally in 2008.
- Nearly 60% of surveyed large contact centers use IVR systems, and more than 35% indicated planned investment in new systems or expansion of existing systems.
- Nearly 25% of surveyed large contact centers have deployed speech recognition, and more than 35% indicated planned investment in new systems or expansion of existing systems.
- The two dominant drivers for contact center investment are Improving Customer Service and Reducing Costs.

Source: Gartner Dataquest, 2007



Broad Trends in Voice Self-Service

Quality vs. Cost?

Flexibility

Quality, adaptive, customer control, personalization, dynamic routing

Architecture

Virtualization, VoIP, SIP, portals, VoiceXML, multichannel, open platforms

Tools

Development, testing, tuning, configuration, analytics, modeling

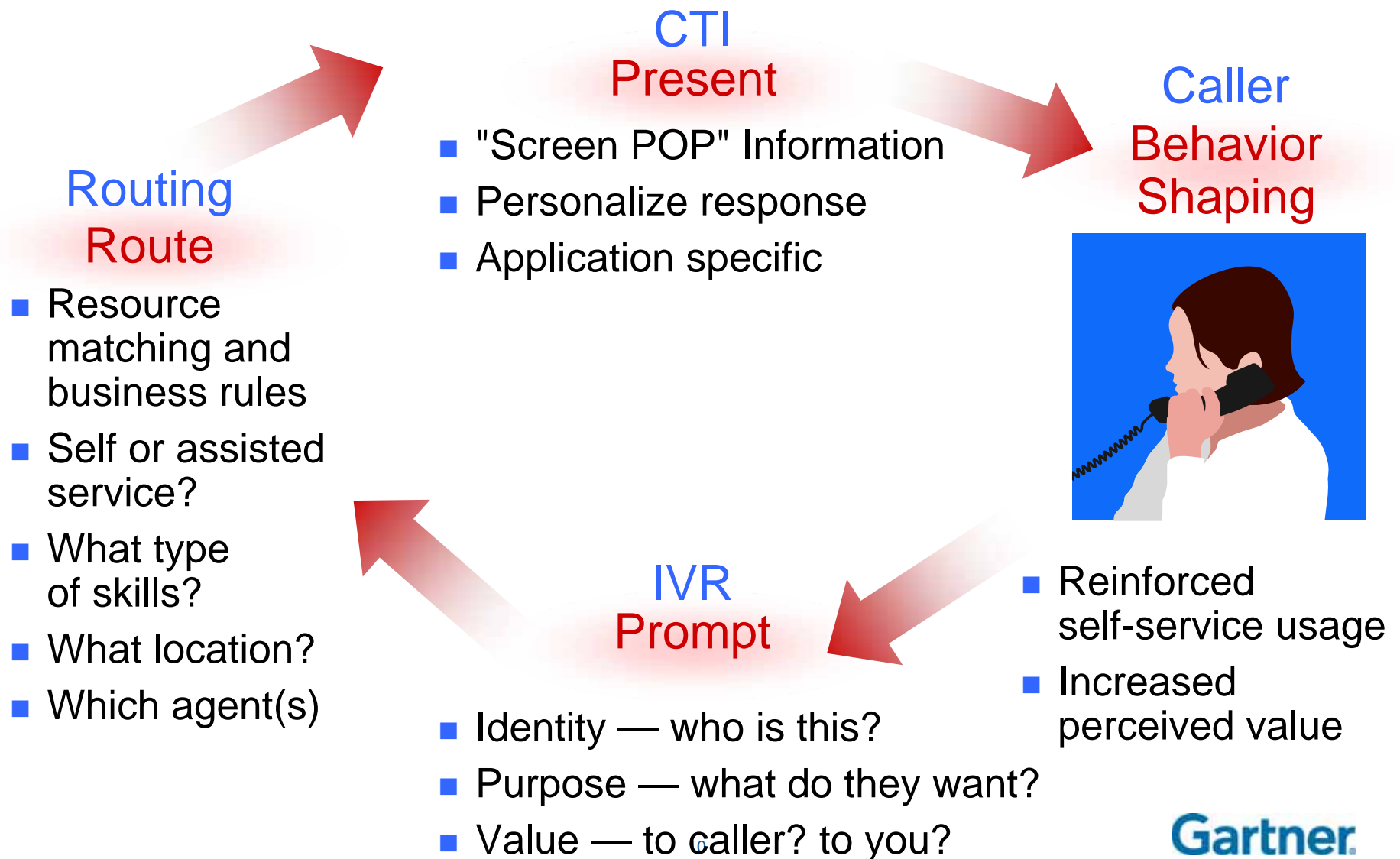
Drivers:

Internet standards and architectures; to open platforms; and advances in speech technology

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The “traditional” role of Self Service in the Call Center



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The evolving role of Self Service in the Contact Center

Analytics

- Real-time & DBMS analysis of activity.
- Anticipating customer needs.

Context based media choice

Present

- Context for interaction
- Personalize response, including choice of media

Behavior Shaping



Workflow Routing Route

- Business application based routing decisions.
- Business intent & customer profile/behavior model.
- Proactive as needed.

Customer/Partner

- Reinforce Self-service
- Develop an advisor/partner relationship.
- Increase value of relationship

Web, IVR, Email

Self-service

- Context specific, personalized.
- Consistent across channels
- Integrated with workflows

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The Economics of Service Levels

- On average, every one-second decrease in the average speed of answer (ASA), customer satisfaction improves only 0.03 percent.
- On average, every 1 percent increase in first-contact resolution results in a 0.64 percent increase in customer satisfaction.
- Focusing on things that drive first-contact resolution generally creates greater customer satisfaction and is often less costly than focusing on things that improve the average speed of answer.

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Enterprise Voice Portal Model

Advantages of VoiceXML:

Alignment of voice and Web architecture and development

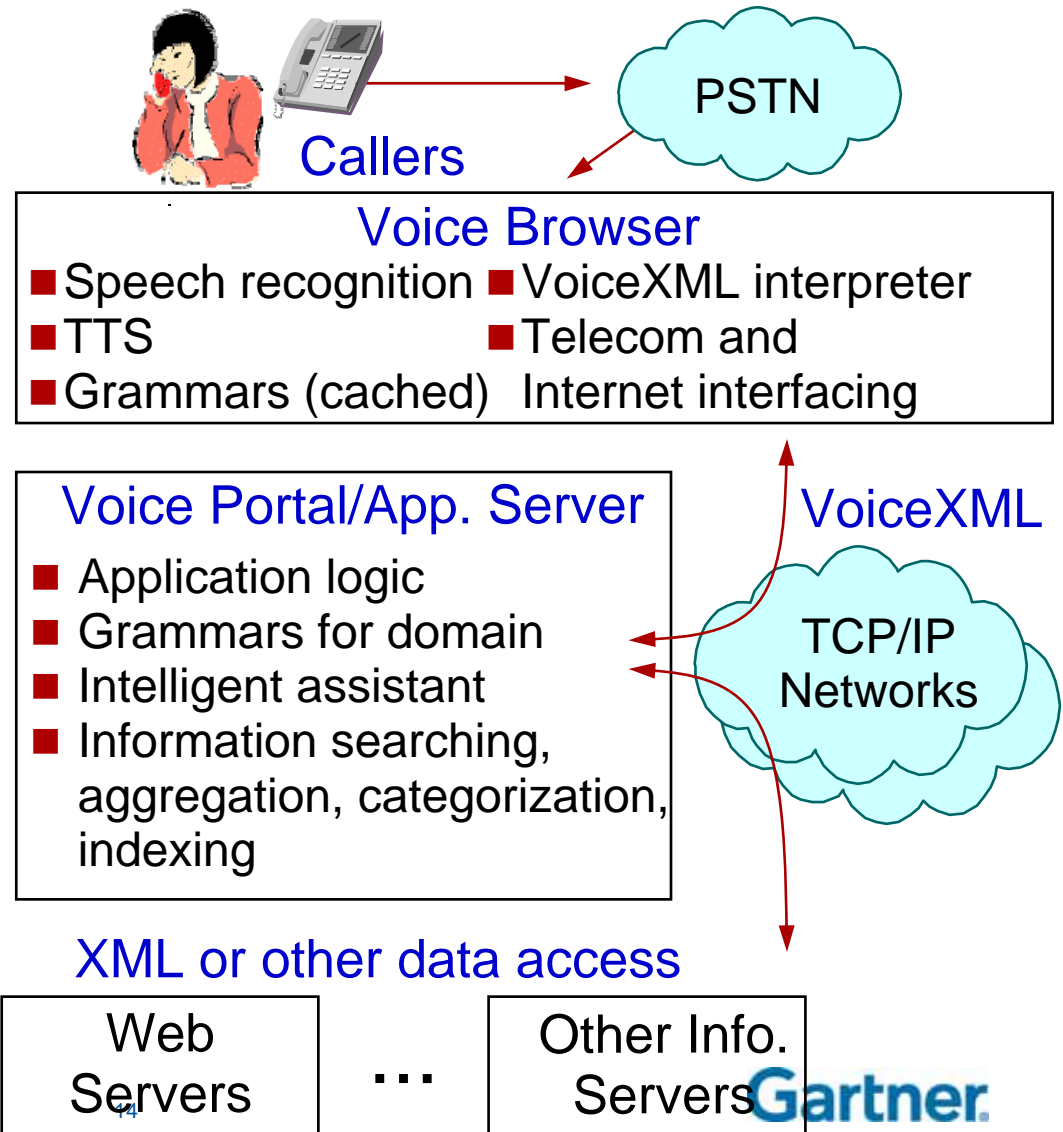
- Same “three-tier” model as is used for enterprise Web architecture
- Use same back-end applications (e.g., J2EE)

Standard for Telephony Apps.

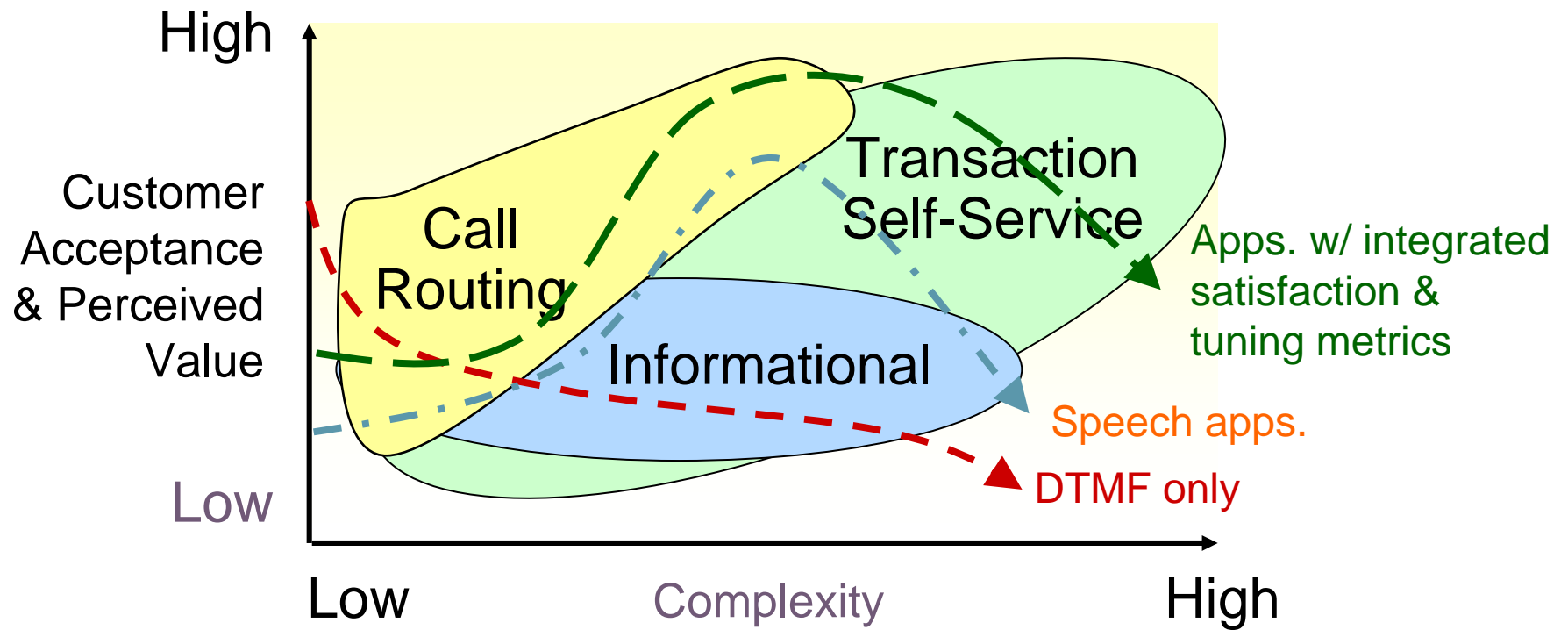
- There had been no standard
- VXML gives some portability across voice browsers
- Vendor independence

Location independence of servers

- Telephony and app. servers can be separated and where you want them



Balancing Service Quality vs. Cost Reduction



Case Study: Competitive Position

Problem Profile: Goal: Ensure continuing competitive position.
Already high (70% +) completion rates
Existing consumer self-service application.
Fortune 50 enterprise, 2,000 + ports.
Already had other speech applications.

Solution Profile:

- Used well-known IVR and ASR vendor.
- Several years of experience with own in-house team.
- Both directed dialogue and NL-like interaction.
- Targeted application areas that are difficult for DTMF, like entering a product name.

Competitive Position Lesson: Raising the Bar

Result:

- No change in overall completion rates. BUT were able to add more complex functions.
- Had initial negative customer feedback about change to “voice”/persona.
- Could not go back to DTMF.
- Expanding speech into other enterprise apps.

Lessons:

- Learn from small deployments rather than one big one.
- Persona is sensitive issue.
- Tuning of NL-like dialogue is 10 percent of ongoing budget.

Prompt Recognition Rates

	Rate Range
SS#, PINs	96% - 98%
Product names	94% - 96%
Menus	92% - 96%*

*Menus had to be tuned regularly

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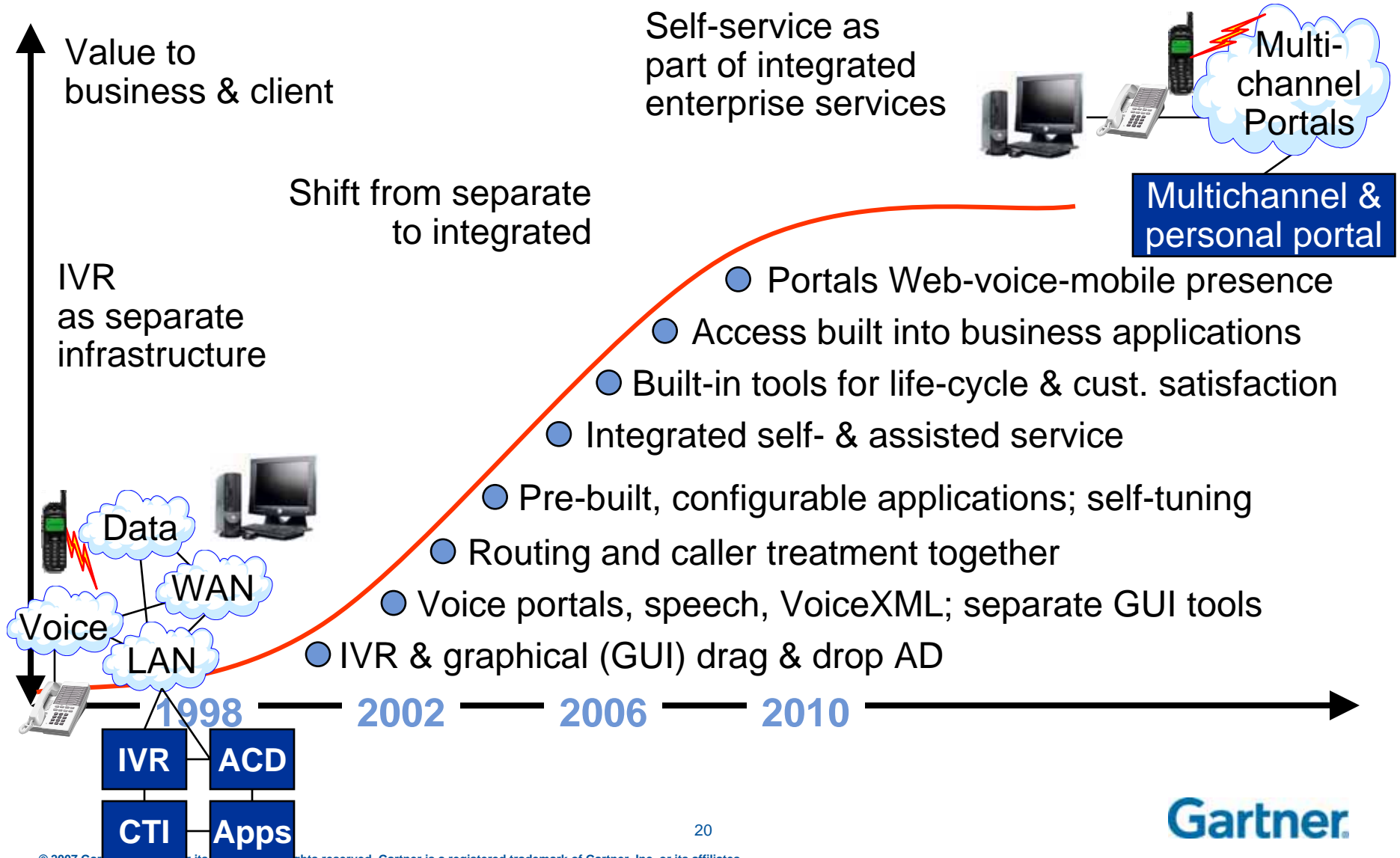
Identifying opportunities for Speech Applications

Application	Examples	Look for:
<ul style="list-style-type: none"> ■ New apps. ■ Pre-built apps. & functions 	<ul style="list-style-type: none"> ■ Caller ID ■ Directory assistance ■ Autoattendant ■ Speech call routing 	<ul style="list-style-type: none"> ■ New opportunities ■ Lists (products, parts, choices) ■ Many or long menus ■ Need for data entry (spelling, numbers, dates)
Established function couldn't be done well w/o ASR	Travel plans, stock quotes, flatter menus	
More usable for all or some segments	Hands-free, mobile phone access	<ul style="list-style-type: none"> ■ Wireless users ■ Value-added information about caller (e.g., gender, mobile caller)
Can be done faster	Customer service	<ul style="list-style-type: none"> ■ High-volume transactions

Suboptimal choice: Established, successful DTMF applications



Voice Self-Service Road Map



Self Service Do's and Don'ts

Do's

- Apply business rules by customer and contact channel - use CTI
- Target applications that increase 1st call resolution and customer satisfaction
- Let callers know their expected wait time and offer self-service as an option
- Use VUI experts

Don't

- Add “press or say 1” to a good touch-tone app
- Ask callers to repeat information already provided - Don't encourage them to zero-out.
- Penalize callers by removing from queue, for choosing self-service.



The Evolving Role of Self Service in Customer Communications

Drew Kraus
Gartner
April 24, 2007

ticketmaster

Contact Centers

*The Decision to Move to Speech Self Service and Genesys Voice Portal
Get on the FastTrack to the Next IVR Generation*

Albert Mays III
Senior IVR Operations Manager
Ticketmaster

About Ticketmaster – Contact Centers

- **World’s leading ticketing company, operating in 20 global market places.**
- **Over 9,000 Clients Worldwide**
- **Ticketmaster provides ticket sales, ticket resale services, auctions, marketing and distribution through:**
 - Ticketmaster.com, one of the worlds’ largest e-commerce sites
 - 20 Worldwide Call Centers, 6 in US
 - 6,500 Retail Outlets
- **NEWS: Official Ticket Supplier for the upcoming 2008 Beijing Olympics**
- **2006: Sold more then 128 million Tickets valued at over \$7 billion on behalf of our Clients**
- **Contact Centers handle 30 million calls a year in US alone**
- **Current IVR handles 48% of total calls and accounts for 25% of phone ticket sales in the US.**

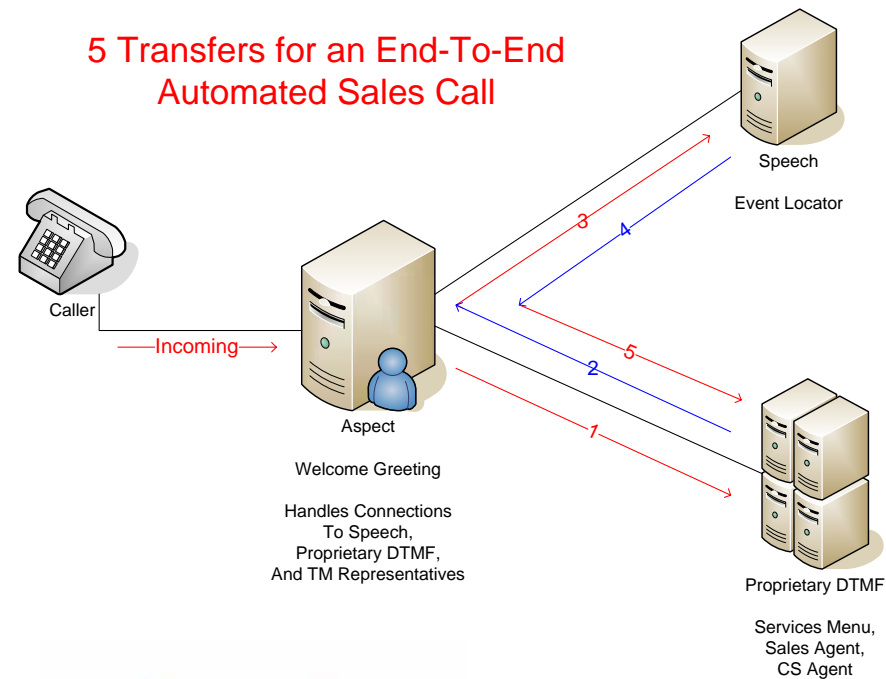
Complexity of Ticketmaster's Offering

- **Normally Over 50,000 Events Available in the US**
- **Over 7,000 Different venues defined, normally over 2,000 venues with event available**
- **Over 80,000 unique Acts or Teams defined, normally over 8,000 acts or teams available**
- **Don't control event advertising – Radio Station, Fan clubs, etc.**
- **Events can have up to 32 individual price levels & sections**
- **Events can have up to 5 basic types of tickets – Adult, Child, Senior**
- **Events can have a few hundred different promotions – passwords, etc.**
- **Last Minute Additions and Changes**
- **Limited Inventory**



Shortcomings of Current IVR Platform

- Limited customer interaction, menu driven
- Handle % for complex calls is very poor
- Not 100% Automated, agent transcription process needed
- Limited ability to interact with media (databases, web services, email, web chat)
- Multi-platform environment
- Limited real-time and historical analytics



Business Drivers for moving to Genesys Voice Portal & Speech Self Service

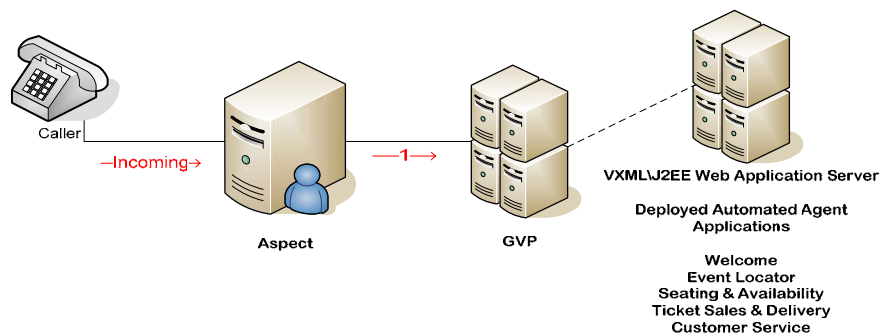


- Provide a World Class Customer Service Experience
- Customers demanding better technology
- Provide a better VUI for complex calls
- The ability to have better insight into our Customers experiences with our self service offering - Real Time & Historical Analytics
- The ability to interact with CRM systems
- Increase automation rates an additional 10-20%
- Modernize platform for future growth in Business and Technology advancements.
- Ticketmaster Express 1-866-4IVRTIX: Solidify Speech Self Service as a separate Sales Channel.



Why Genesys Voice Portal?

1 Transfer for an End-To-End Automated Sales Call



- Global Presence
- Easy to deploy and manage VXML applications
- Applications are easy to Integrate with other media (database, email, chat)
- Flexible Architecture
 - Software Based
 - TDM or IP
 - In-Front or Behind Switch
- Advance Customer Telephone Integration (CTI) Interface
- Future ability to take advantage of other Genesys Products – Routing, data management, etc

Questions





FastTrack to Improved Customer Care

Brian Bischoff

VP Voice Platform Sales and Solutions



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Genesys Fast Track- What is it?

WHAT: Genesys program to provide enterprises with certainty in IVR migration

WHY: Improve customer care/commerce and reduce costs

WHY NOW?: IVR EOL, VOIP planning, Speech, and Opportunity to integrate Voice Self Service with the rest of the enterprise.

WHO: Genesys and Partners



Basic premise: Customers are now buying Open VXML platforms vs. legacy IVR

Genesys started here

Legacy IVR is going away!
(ports /R&D /investments)

Open VXML solutions fit the
enterprise business
requirements.



Source: Gartner Dataquest (March 2006)

1. The wave is coming; EOL of Assets



2. Architectural Changes

- Replacing/ upgrading PBX/ACD to VOIP (Siemens, Alcatel, Cisco, Avaya, Nortel, etc).
- PSTN to VOIP corporate network for session termination and transfers. (SIP)
- Fundamental corporate standardization on common web architecture, applications, and standards. Exploitation of web investments for voice channel



Business case
and roi based
on
standardization
and cost
effectiveness .

3. Customer Centric ROI: get customers on your train

- Eliminate customers repeating themselves.
- Using Speech for a “customer front door” to bring voice to routing. Best agent vs. first available.
- Integrate voice portal to Web applications (personalization of content, up sell cross sell)
- Proactive notification (call deflection) and integrated outbound capabilities for servicing.



Planning for the FastTrack

1. Select best platform that meets integrated customer service and architecture needs
2. Begin with 3 year plan for migration, not a cutover
3. Leverage internal skills and partner for speed or acumen
4. Build testing into the plan



Sounds easy? Challenges?

- Where are the main challenges in moving the organization:



- From: Old IVR
- TO: an integrated voice customer interface?

Assurity with the FastTrack

- Genesys /Partners have > 500 customer migrations (know and know how)
- Partners deliver unique skills
 1. Business case consulting and analysis
 2. Project assessment, prioritization,
 3. Application Migration for specific vendors
 4. Caller Experience Services
 5. Application / platform Hosting
 6. Application Testing and tuning
 7. Infrastructure integration (more environments than any other bar none)
 8. Lifecycle services



Competitors FastTrack?

- Look closely before proceeding



Next Steps to FastTrack your business

1. Contact your Genesys account executive or partner
2. Genesys and Partners are investing in your success.
 - Discovery Session with Genesys, Viacore, DDV, and Technology Finance Partners
 - Hosting partners (Qwest, EDS, Tuvox, XO,) ready to provide alternatives as well
3. Let's jointly help you Define your FastTrack roadmap for your company.



Genesys FastTrack



- All Aboard

- Thank You