



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE



RightNow Voice Solution Overview

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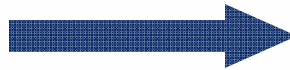
Product Line Manager

Agenda

- An Introduction to Voice Automation
- Speech Recognition
- Design Principles
- RightNow Voice™
- Call examples
- Directed Dialog → Natural Language Processing
- Increase Caller Adoption
- What's New in 8.2?
- Future Direction
- Questions

The Ideal Customer Experience...

- For many people, the ideal customer service experience is one where they call a toll-free number and within a few seconds be speaking with a real live person who can answer any question quickly and effectively



- Treats all callers exactly the same
- This will work as long as you don't get too many phone calls or have too many agents to manage and train
- Is this realistic for your company?

Consider The Following...

- A growing customer base often means more phone calls
 - *“What if I cannot hire enough operators to route calls?”*
- Not all customers and issues are of equal importance
 - *“Should I prioritize my high value customers?”*
 - *“What if I sent them to my best agents?”*
- Not all agents are equal either
 - *“Can I match the calls with an agents skills?”*
- Not all Contact Centers operate 24/7/365
- The customer experience delivered must be commensurate to the level of overall lifetime value a customer has (or may have) to an organization

Enter The Automated Menu...

- Human operators led to automated touch-tone menus
 - *Gets callers to select from a pre-defined list options*
 - *Works well with “Press 1 for sales, or 2 for service”*
 - *Not well suited for more complex inquiries*
 - *Asks the caller to remember an option that best matches the reason for their call*
- The essential problem with touchtone menus is that they force the caller to match their inquiry with the correct part of the business
- But how can the caller know the structure of your business?
 - *How can they be expected to know that their mobile phone provider does not deal with inquiries about voicemail and is really a carrier issue?*
 - *Does a caller select “orders” or “service” when wanting to know if their package has shipped?*

Voice Automation Leverages Speech Recognition Technology

- What is speech recognition?
 - Allows a computer to recognize the natural human voice
 - Recognize virtually anyone without training
 - Multi-lingual support
- How does voice recognition work?
 - A caller's voice is transmitted over a telephone into a computer, where it is sent to a specialized 'recognizer' and broken into little pieces of sound.
 - Each individual sound of the caller's voice can be identified and matched to a predefined list of phrases the caller would say
 - The recognition is the best match

Speech Recognition

- How does speech recognition compare to traditional touch-tone driven menus?
 - “Companies migrating from touch-tone to ASR generally reported a 15 to 20 percent gain in call completions.” (*The Ascent Group, 2007*)
 - “Speech systems also compared favorably with other customer contact methods, including “live” support and online access.” (*Harris Interactive IVR Study*)
- Resulting benefits of speech recognition-driven applications
 - Higher usage
 - Shorter call lengths
 - Natural conversation interaction
 - Increased customer satisfaction
- Both a process and a technology deployment

Proven Design Principles

1. Keep it simple
2. Focus on solving not deflecting
3. Consistent customer interface (web and phone)
4. Personalize the experience
5. Must be easier and quicker to use than waiting for an agent
6. Don't force callers to use

Self-help on any channel should be an option with live agent assistance only a word (or a click) away

What is RightNow Voice™

- Three Layers Of Speech Technology

RightNow Voice™ Applications

Speech Recognition/Text to Speech-Speech to Text

Interactive Voice Response (IVR) Platform

- RightNow Voice is a suite of pre-built intelligent speech applications that help to facilitate a contact centers inbound and outbound phone calls
- Applications are focused in three primary areas:
 1. Voice self-service
 2. Inbound call routing
 3. Specific types of outbound dialing

Product Overview (History)

- **Outbound**
 - Outbound Survey
 - Web Click to Callback
 - Proactive Notifications
- **Routing & Information Capture**
 - One Number Routing
 - Contact Management
 - Incident Management
 - Caller Information Delivery
- **Voice Self-Service**
 - Knowledge Base
 - Status
 - Locator
 - Inbound Survey
 - Password Reset

Call Examples

- Voice Knowledge Base
- Voice Location Finder
- Voice Status
- Outbound Survey

Directed Dialog → Natural Language Processing

- Directed Dialog
 - What is it?
 - Benefits
 - Requires less training
 - Quicker to deploy
 - Easier to maintain
- Natural Language Processing (NLP)
 - When does NLP make sense?
 - Right up front
 - After directed dialog
 - Benefits
 - Callers accomplish tasks quickly and easily
 - Reduced call duration

Increase Caller Adoption Of Voice Automation...

- All too often agents sympathize with callers when they complain about the IVR that it is so difficult to use or too complicated
 - *“I know what you mean, I hate those too...”*
- Agents can and should be trained to promote the use of both web and voice self-service
 - *“Did you know that this call could have been handled faster and without waiting on hold using our automated option?”*
- Monitor activity from a caller perspective
 - *“Where do customers opt-out to speak to live agents the most?”*

What's New in 8.2?

- Personalized One-Number Routing driven by phone # (ANI) lookup of contact info: Enhances the customer experience by automatically and dynamically personalizing the voice call flow and questions based on information about the customer.
- Examples:
 - A “gold” customer could automatically be routed to a queue that handles this class of customer.
 - A customer calls in and their last interaction with the company is a closed support incident. The voice system asks them whether they would be willing to participate in a brief survey regarding that experience.
 - A person who last purchase was a particular product could be presented with a voice menu with a cross-sell offer.

Future Direction...

- Call Analysis Offering
 - BBN Technologies
 - Avoke™ Call Center Analytics
 - Avoke™ Call Browser
 - Avoke™ Consulting Projects
- Voice Application integration to Genesys
 - Seamless hand-off of the call to Genesys CIM
 - Transfer of call related data
 - RightNow Adapter for Genesys 7.5
 - XO Contact Center On Demand integration
- Speaker Verification (Voice Biometrics)

Thank You!

- **Questions?**

Can't Get Enough?

Visit the Community Lounge from 2:45 – 4:30pm on Wednesday, August 29 for an informal discussion & Q&A with RightNow Product Managers, including Steve Bell & myself

Additional Voice Sessions:

- Best Practices, Voice: 3:15 – 4:30
Wednesday, August 29 - Colorado Hall D
- XO Contact Center On Demand 10:30 – 11:15
Thursday, August 30 - Colorado Hall E