



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE



## Leveraging the Voice Channel & Best Practices

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## Agenda – What will be covered.

- Voice Terminology
- Working with the RightNow Voice Team
- Best Practices
- The Voice Channel: A Roadmap to success
- Voice Channel Solutions
- Q&A
- RNT Voice Solutions (List)

## Deciphering some of the Terminology

- PBX = Private Branch Exchange
- ACD = Automatic Call Distributor
- IVR = Interactive Voice Response (tone or voice based)
- VSS = Voice Self Service (RightNow Term)
- TFN = Toll Free Number
- VUI = Voice User Interface

## What is the RightNow Voice team?

The RightNow Voice Team performs optimization engagements, strategic alignments, and full voice solution implementations. These activities can apply all to customers who are interested in providing a superior customer experience over the phone.

The RightNow Voice team works to leverage their extensive Voice implementation & RightNow Service knowledge to provide all customers will the best overall solution.

RightNow Voice can be applicable to all customers:

- Expansion of an existing Voice solution. (RNT or other vendor)
- Looking to redefine their voice channel experience.
- Interested in driving efficiencies out of their contact center.

# What are the capabilities of the RightNow Voice Organization?

- Complete Voice Solution implementation

- Requirements
- Project Management
- Design (Voice User Interface)
- Voice Interface Configuration
- Application Development
- Managed Services (Reporting)

- \*Voice Consulting Services

\* It is highly recommended for a customer looking to extend their existing IVR to work with the RightNow Voice team. Design, Integration, Interface configuration, and business process changes will impact your existing RightNow Service implementation.

## Best Practices

- VUI design
- Voice Knowledge Base
- Voice Contact Management
- A few innovative RightNow Voice Solutions...

## Why is Voice User Interface (VUI) Design so important?

- Can be first contact with your customer
- Can increase customer experience
- Can decrease time to complete tasks via IVR
- Net: Reduce Costs and Increase Customer Retention

## Why take advantage of the phone channel?

- Immediately accessible for 99% of customers.
- Requires no additional hardware.
- Available when customers hands / eyes are busy.
  - Voice enabled
- Provides information when computing environment is not accessible.

## Disadvantages of the phone channel...

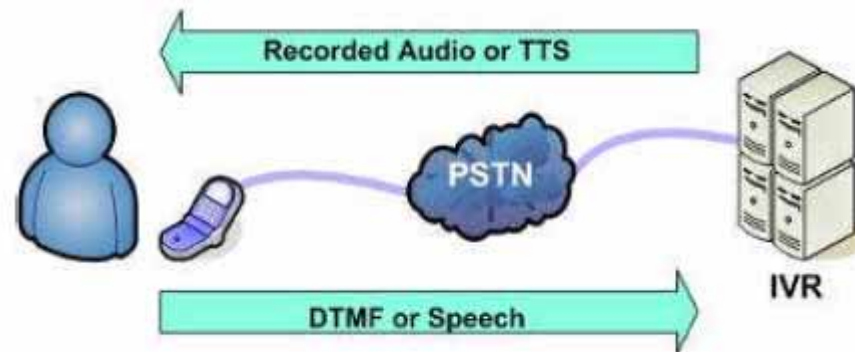
- Limited information available
- Taxing on user memory
- Lacks persistent information
- Temporal, not physical (VUI, not GUI)
- Sequential presentation
- Slow compared to other alternatives (Web)

## General VUI Design guidelines:

- Present information FOR the customer, not based on business.
- Make the application perform the work, not the caller.
- Develop and maintain consistent messaging UI across all channels in enterprise.
- Design for the bell curve (80/20).

# VUI Prompting

- Quality is important
  - Always use a professional voice talent
  - Always record in a studio
- Consider Impact of foreign languages and accents
- Callers tend to imitate IVR persona



## Design Prompts

- Proper design is critical for successful DTMF (tone) and speech enabled applications.
- Evaluate dialog method in IVR.
  - DTMF & Speech
  - Speech Only
- Use professional dialog designers.
- Utilize usability tests and application reporting to continually improve (tuning) application.

## Prompt Design Guidelines

- Let the caller get to work now!
  - Keep the wording concise while retaining messaging.
  - Avoid long announcements
  - Avoid “Our menus have recently changed...”
  - Avoid conversational pleasantries.
- Avoid acronyms and company specific jargon.
- Avoid negative wording.

## Menus & Navigation

- Order menus by frequency of use and importance.
- Caller memory typically is limited.
  - Attempt to limit to 3 – 4 options per menu
  - May be able to increase with barge-in
  - Use scanning or other methods with long lists
- Allow barge-in.
- Think logically of menu options.

## Voice KB Best Practices

- Web & Voice FAQ's are not equal.
  - Customers tend to perform one the following:
    - 1) Web Search 2) then call support
    - 1) Call support
  - Your web content is NOT necessarily applicable to the Voice Channel!
- How is a Voice Knowledge Base Implemented?
  - VUI Design
  - Evaluation of potential knowledge articles via:
    - Incident Reports / Product / Category / Disposition
  - RNT Managed Services reviews Answer Usage via reports

## VSS Contact Management Best Practices

**Q: What is the goal of Contact Routing?**

**A: To personalize the caller experience on the voice channel.**

- Setup your customers to have a “Primary Support” number
  - Require this on their My Account page & enforce via CSR process
- Develop reliable contact record data.
  - Demographic
  - SLA / Org
  - Custom Fields
- Determine ROI metrics for routing calls based on contact segmentation *prior* to implementation

## A Few Innovative RightNow Voice Solutions...

- Premier Customer Routing: SLA Based
  - Works for: B2B or B2C
  - Customer Subscription based
  - Routing calls based on call SLA / Org / Contact
- Incident Expedite: Existing Incident Routing
  - B2C or B2B
  - Existing open RNT Incident
  - Offer to expedite
- Customer Demographic Routing:
  - Contact Custom Field / Demographic Routing
    - Zip Code; State; Country; Age; etc..

# The Voice Channel: A Roadmap to Success

1. Voice decision process
2. Opportunity Assessment
3. Evaluation of Goals and Objectives
4. Component Selection

# 1. Voice Decision Process

## 1. Define Need

Requirements Definition and ROI

## 2. Define Solution

RightNow Pro Services Consulting

-Application Best Practices, VUI Design, Integration Expertise

## 3. Finalize Components

Telecom  
Infrastructure

RightNow CRM  
Implementation

Interactive  
Voice Response  
(IVR)  
Implementation

## 2. Opportunity Assessment

- Do my Agents perform repetitive tasks?
  - Status
    - Any type of status (Order, Return, Open Issue)
  - Process related customer support
    - Do CSR's respond with "standard" responses?
    - Callers ask: "How do I perform X?"
- Does my organization offer specialized services?
  - Support Contracts / SLA's (standard, gold, platinum)
  - Multiple calls to resolve same issue w/ customer.

### 3. Evaluation of Goals and Objectives

#### Items to first consider

- How are costs calculated?
  - Outsourced Call Center?
  - Per Incident (Work Based)
  - By Headcount
    - Eliminating Calls / Reducing Talk time doesn't necessarily reduce cost to call center.
- How does my organization calculate ROI?
  - Customer Satisfaction?
  - Reduced call handle time?
  - Reduced call volume?
  - Call hold time?
  - Correctly routing of calls?

## 4. Component Selection

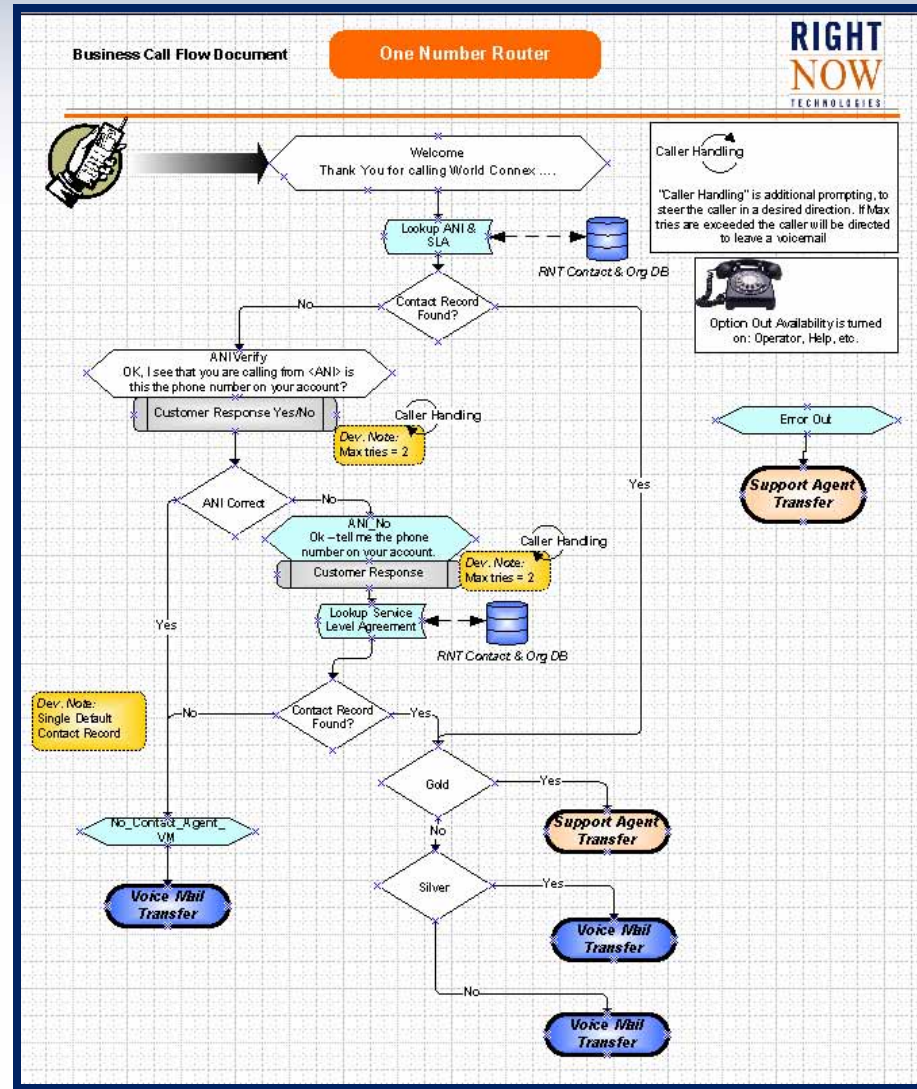
1. Telecom capabilities review
2. RightNow Service Integration points
3. Routing Solution Provider (if other than RightNow)

Recommended first steps from RightNow Voice professional services:

- Typically, 1-2 day onsite optimization engagement. (sample on next slide)
- RightNow will compare implementation project goals vs. results in the following areas: technology, business process, user adoption & effectiveness, and technical support.
- The outcome will be a suggestions and recommendations to optimize the effectiveness of the future voice implementations

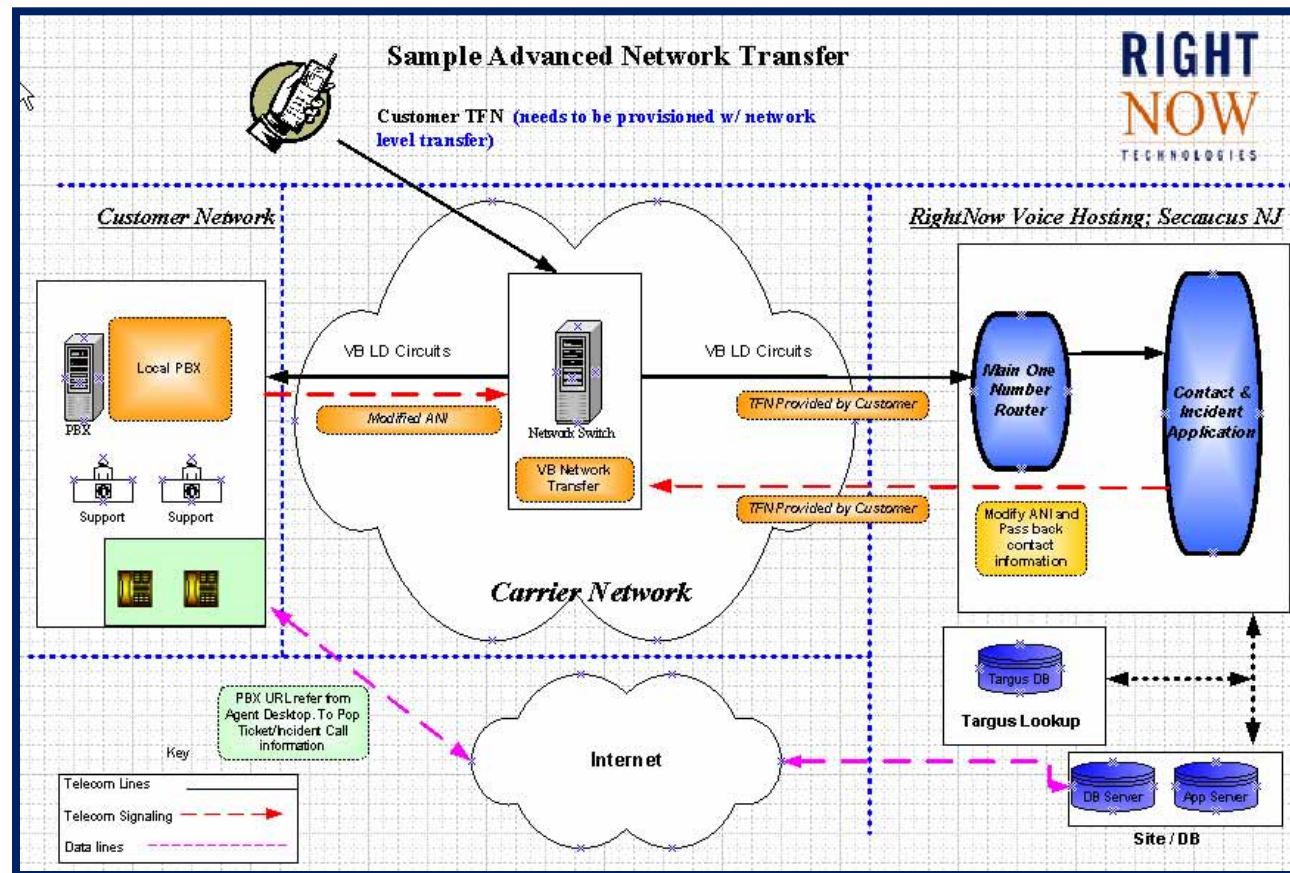
# Discovery Documentation #1

- Application business call flow documentation
- Precursor to VUI Design



# Discovery Documentation #2

- Telephony Network analysis for integration
- Precursor to VUI Design



## Q&A

- **Any Questions?**

## Available RNT Voice Solutions

- Contact Management
- Contact Management- Targus Integration
- Voice Status
- Voice Knowledge Base (KB)
- Voice Locator
- Voice Inbound Survey
- RightNow Service Click to Call Back
- Voice Outbound Dialer
- Voice Outbound Survey
- Voice One Number Routing
- Voice Incident Management