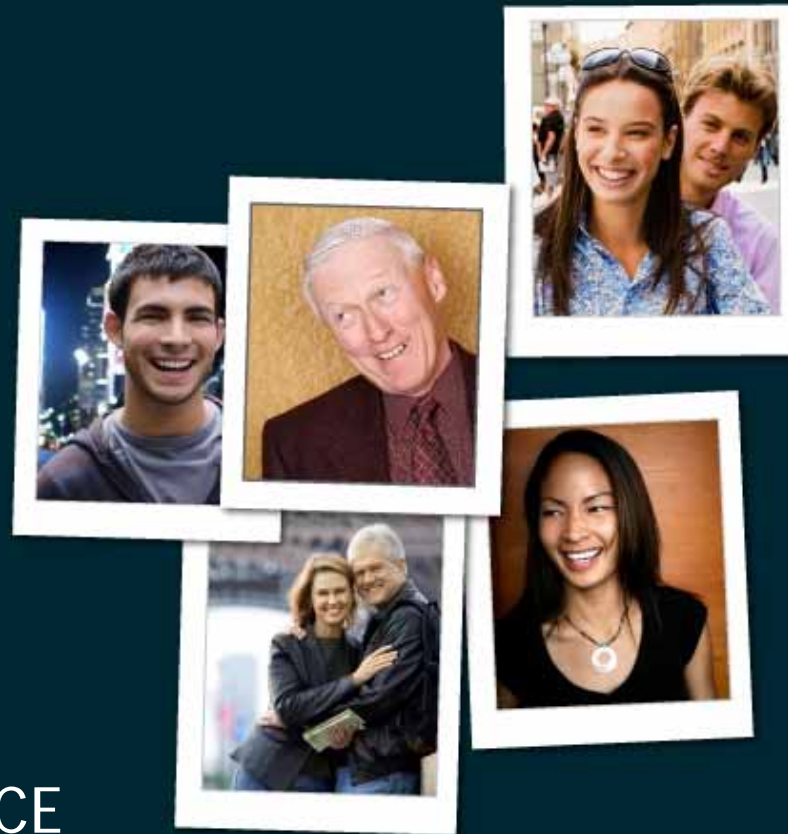


SUMMIT 08



OPTIMIZING VOICE SELF SERVICE

RightNow Voice

**RIGHT
NOW.**

- Voice Application Design
 - Conducting effective contact centre studies
 - Personalization
- System Persona
 - Voice Talent
 - System Prompts
 - Dialog technology
- Developing effective KB content for voice
- CTI, Screen Pop and Agent Desktop integration

- Business Goals
 - Reduce costs
 - Automate xx% of calls
 - Reduce Agent work time
 - 24 x 7 support
 - Route calls effectively /efficiently
 - Improve Customer satisfaction
- Products /Services
 - Nature of the products / Services offered
 - Support challenges
 - Product cycles
- Who's calling
 - Demographics
 - Age: / Gender /
 - Product Drivers
 - Repeat callers
- Why are they calling?
 - Purchase products
 - Support
 - Order Status
 - General information

- Preparation
 - Review available data / reports
 - Review agent training material
 - Listen to calls / call recordings if available
- Interview Agents / Call Center Managers
 - Who's calling
 - Why are they calling
 - What's missing through alternate support channels
- Listen to / observe live calls
 - Document caller's 'mental model'
 - Utilize agent 'best practices' for defined call types
 - Identify information VSS should collect to save agent work time
- Identify the best candidates for automation
- Develop call routing strategies
 - Develop agent transfer policy

- Personalized Voice experience leveraging CRM knowledge
 - Dynamically generated caller experience based on CRM data
 - Auto language selection
 - Prior interaction assistance
 - Immediate Access to:
 - Automated Services
 - Agent Queues
 - Individual Agents
- Capture Caller Information
 - Language preference
 - Caller type
 - (Consumer, Dealer, etc.)
 - Create Custom Fields
- Auto Create Contact Records
 - Screen Pop to agent for seamless customer support

The screenshot displays a CRM interface for a contact named David Lanning. The contact details include:

- Last Name: Lanning
- Organization: [Empty]
- Email: dlanning@rightnow.
- Salesperson: [N]
- Office Phone: 5858992235
- Agent ID: [Empty]
- Address: 940 High St, Victor NY
- Login: dla
- Language: English
- Password: [Masked]
- Person Type: Dealer
- Carrier: Sprint
- Title: [Empty]

Below the contact details is a table of incidents:

Statu	Response I	Resolution	Source	Referer	Subject
Unres	0h 0m	0h 0m	Public X	080918-	Bluetooth Set
Unres	0h 0m	0h 0m	Ask A Q	080811-	VSSSurvey
Unres	0h 0m	0h 0m	Public X	080801-	VSS
Unres	0h 0m	0h 0m	Public X	080801-	VSS
Unres	0h 0m	0h 0m	Public X	080801-	VSS
Unres	0h 0m	0h 0m	Ask A Q	080731-	test
Unres	0h 0m	0h 0m	Public X	080729-	VSS
Unres	0h 0m	0h 0m	Public X	080729-	VSS

At the bottom of the interface, it shows "Logged in as: Dave Lanning | Editing 3 objects" and "Online | 10".

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Voice Talent

- Persona projects your corporate Image
- Avoid over- personalizing the Persona
 - ~~“Hi, my name is Cedric, I’m going to~~”
 - Don’t try to fool the caller into thinking they are talking to a human
- Create a biographical sketch of the typical caller
 - Male / Female
 - Serious; friendly; educated
- Don’t use an internal employee for your voice model
 - Professional voice talent are trained and coached to ensure inflection occurs at the proper points
 - “It’s not what you said, it’s how you said it that matters”
 - 70% of meaning is determined through tone

- Greetings should be short and concise
- Prompts - simple and direct
 - Designed to make the caller feel “in control”
- Beware of ‘Cognitive load’
 - If a design requires the user to hold too many things in memory or to learn complex set of command too quickly, it will fail.
 - Choices should be presented / limited to 5 or less
 - Choice should be easily remembered / repeated
 - Clear distinction between choices
- Don’t overload the caller with lots of instructions; get right to it with well crafted prompting
- Use error or help prompts to provide more detailed information
- Get callers to information quickly
- Match the call flow design to the Mental Model of the caller

- Choose the Technology that matches business goals
 - Directed Dialog - Recognizes specific phrases
 - Defined specifically to address known caller domain
 - Frames the domain of caller responses
 - Natural Language - Trained to recognize a wide variation on how caller's may respond
 - Used when responses are less predictable
 - Built from sampling a large number of caller utterances

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- Focus on 'High Runners'
 - Serve the majority of callers
 - 80/20 rule applies
- Select content that is suitable for Voice channel
- Use scripted answers for simple procedures
- Vanity URLs (only when caller has defined call reason)
- Separate KB Interface for Voice
 - Custom content specifically written / edited for voice channel

- Analytics provides valuable data to focus effort on important topics

<u>FAQ ID</u>	<u>"TOP 20" Answers</u>	<u>Calls</u>	<u>% of total calls</u>
342	VoiceMail Setup	3153	13.9%
353	Missing Features	2593	11.4%
345	Unlocking My Phone	2592	11.4%
356	Cannot Make Call	1621	7.1%
5189	Bluetooth not working	936	4.1%
350	Personalize my phone	891	3.9%
343	Activating Bluetooth	842	3.7%
5190	Blank Display	801	3.5%
357	Warranty Repair	719	3.2%
347	Downloading Ringtones	678	3.0%
353	Verizon - Missing features	630	2.8%
342	Verizon - Voicemail setup	584	2.6%
5193	Security Codes	581	2.6%
344	Connecting bluetooth accessories	547	2.4%
349	Text Messaging	444	2.0%
355	Unable to Charge	466	2.0%
5194	Subsidy Code	406	1.8%
346	Downloading MP3's	334	1.5%
354	Battery Not Working	287	1.3%
351	Contacts	280	1.2%
		<hr/>	
		16232	85%

Picture and Fax Viewer

FAQ Effectiveness Report

Content Effectiveness

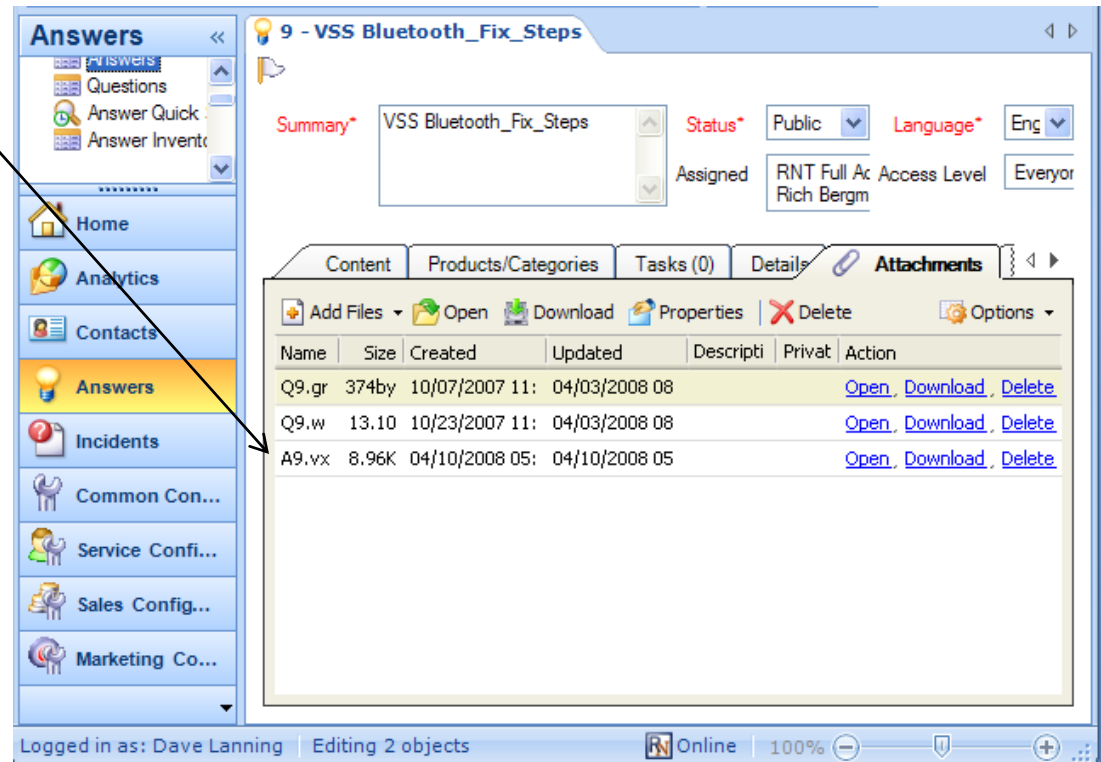
Each answer can be measured and tuned to maximize effectiveness

FAQ	FAQ ID	Hits	Hang Ups	Effectiveness
Obtaining Receipts	438	2	2	100.00 %
Email Newsletter	646	2	2	100.00 %
How To Spend Drugstore Dollars	662	4	3	75.00 %
Change my Shipping or Billing Information	435	15	9	60.00 %
How to Find a Product	652	104	57	54.81 %
Faxing Prescriptions	426	65	34	52.31 %
Flexible Spending Accounts	436	2	1	50.00 %
Filling a prescription	419	67	31	46.27 %
Email Address and Password	653	36	16	44.44 %
Using Insurance	429	89	39	43.82 %
Shipping Options	573	51	22	43.14 %
Backorders	660	14	6	42.86 %
Renewing a Prescription	421	59	25	42.37 %
Return Instructions	656	457	184	40.26 %
Order Tracking	434	11	4	36.36 %
Ordering a Refill	420	216	78	36.11 %
Setting up a new account	416	124	44	35.48 %
How To Earn Drugstore Dollars	661	3	1	33.33 %
Prescription Status	425	9	3	33.33 %

Mini- dialogues designed to address complex or procedural answers

Ideal for :

- Step-by-Step instructions
 - Branching logic within a question.
 - i.e. MAC or PC
- Answers that require customer input before a final answer is chosen
 - Answers that are product specific
- Simply the experience for all customers by asking ?'s where relevant.



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- Every RightNow voice call creates a call record
 - Contains information collected in the IVR
- Screen Pop information to the agent
 - Custom reports
 - Caller entered data from IVR session
 - Guided Assistant
 - Previous incident
- Result
 - Significant increase in customer satisfaction
 - Immediate agent work time reduction

CTI & DESKTOP INTEGRATION

Voice Self Service determines call reason, posts data to call record & 'Screen pops' Guided Assistant to the Agent Desktop for immediate resolution

The screenshot displays a customer service agent's desktop interface. At the top, call details are shown for Reference # 080918-000005, Contact David Lanning, Status Unresolved, Assigned RNT Full Access Dave Lanning, Disposition [No Value], and Language English. The Product is Motorola Razor and the Category is Bluetooth_Setup. A navigation bar includes tabs for Home, Contacts, Details, Time Billed (0), Tasks (0), Organization, Session (0), Attachments, Audit Log, and Guided Assistance. The Guided Assistance screen is active, showing a flowchart for the question 'Have you activated your Bluetooth headset?'. The flowchart includes options for Yes and No, leading to further questions like 'Have you attempted to pair your Bluetooth headset to your phone?' and 'Is your Bluetooth headset paired to your mobile phone?'. A highlighted step in the flowchart reads 'At this point your Bluetooth headset is connected to your mobile device'. The status bar at the bottom shows 'Logged in as: Dave Lanning' and 'Online'.

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QUESTIONS ?

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