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**ENHANCE CALLER EXPERIENCE  
WITH RIGHTNOW VOICE IVR**

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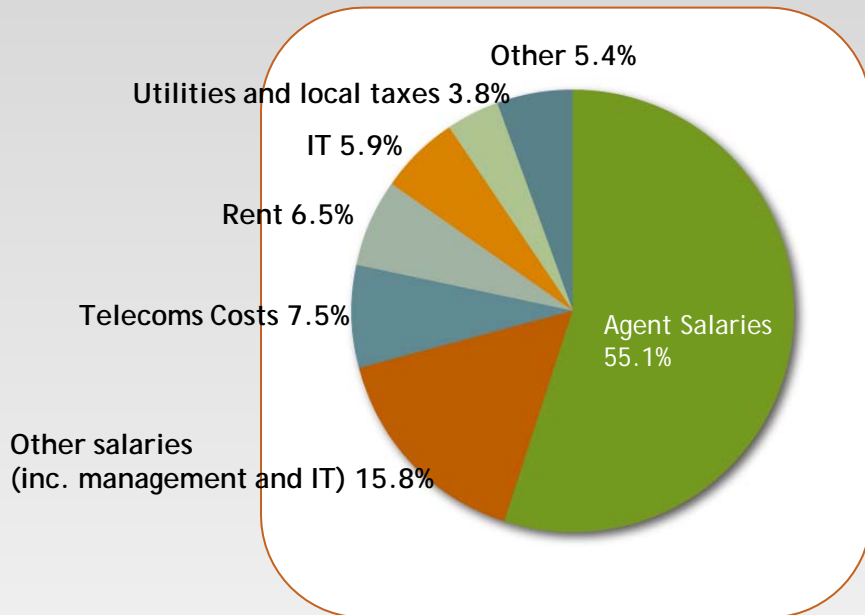
# Agenda

- ▶ Why Address the Voice Channel?
- ▶ RightNow Voice Applications
- ▶ Caller Authentication
- ▶ Personalizing Every Call
- ▶ Infuse Knowledge into Every Call
- ▶ Incorporate CTI Screen Pop

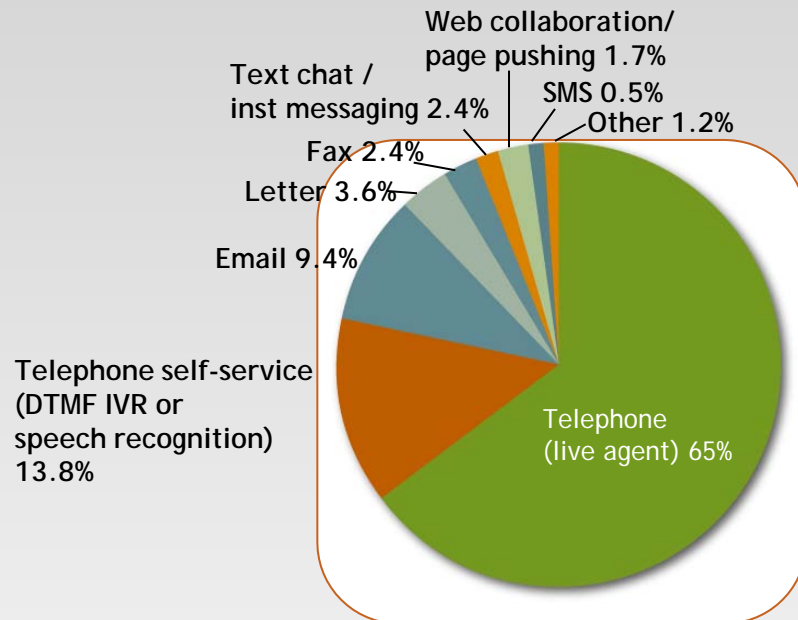
# Voice in the Contact Center

- ▶ Phone remains the primary customer interaction channel - nearly 79% of all interactions
- ▶ Agent/management & hiring/labor costs represent over 70% of contact center operating budget
- ▶ While adding new media channels, include voice self-service to allay current costs

OPERATING COSTS



INTERACTIONS BY CHANNEL



# RightNow Voice Applications

## ▶ Voice Self-Service

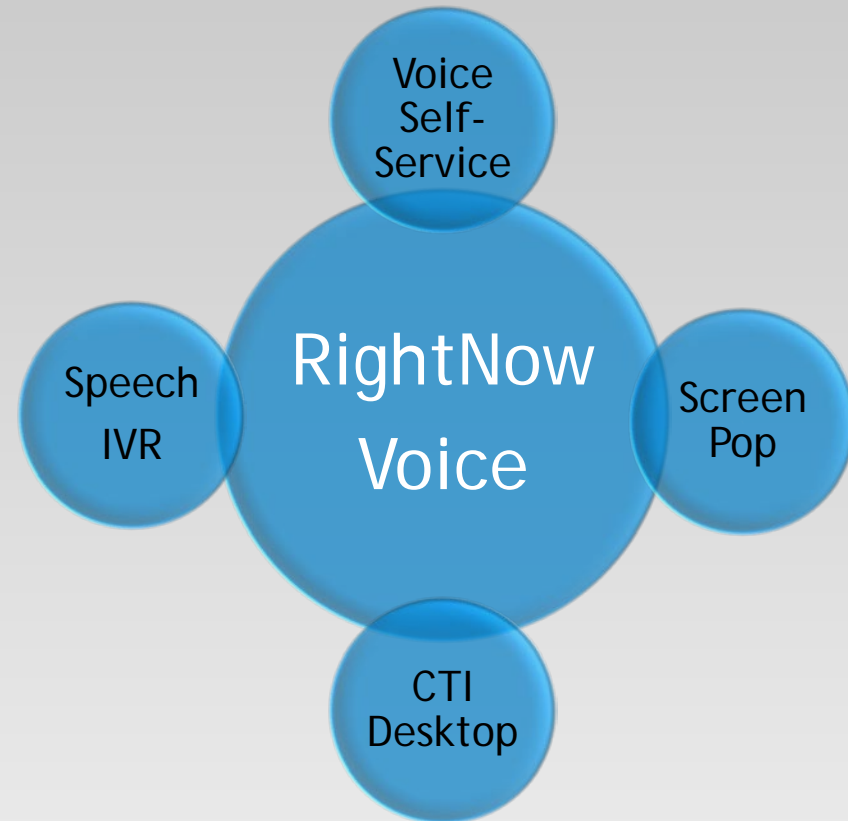
- Voice Knowledge Management
- Voice Status Management
- Voice Survey Management
- Voice Location Finder

## ▶ Speech IVR Applications

- Intelligent Call Routing
- Voice Contact Management
- Voice Screen Pop
- Voice Incident Management

## ▶ CTI Desktop

## ▶ Screen Pop



# Caller Authentication

- ▶ RightNow Voice quickly authenticates callers against Contact and Incident fields
- ▶ Why it's important? Identifying and authenticating callers allows for
  - Personalized caller experience
  - Increased self-service opportunities
  - Seamless agent transfers with call data via CTI
- ▶ Unique value proposition with RightNow's multi-channel offering

Home

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Language English

Incidents [27] Opportunities [0] Notes Tasks [0] Marketing

New Open Copy Delete Print Forward Propose

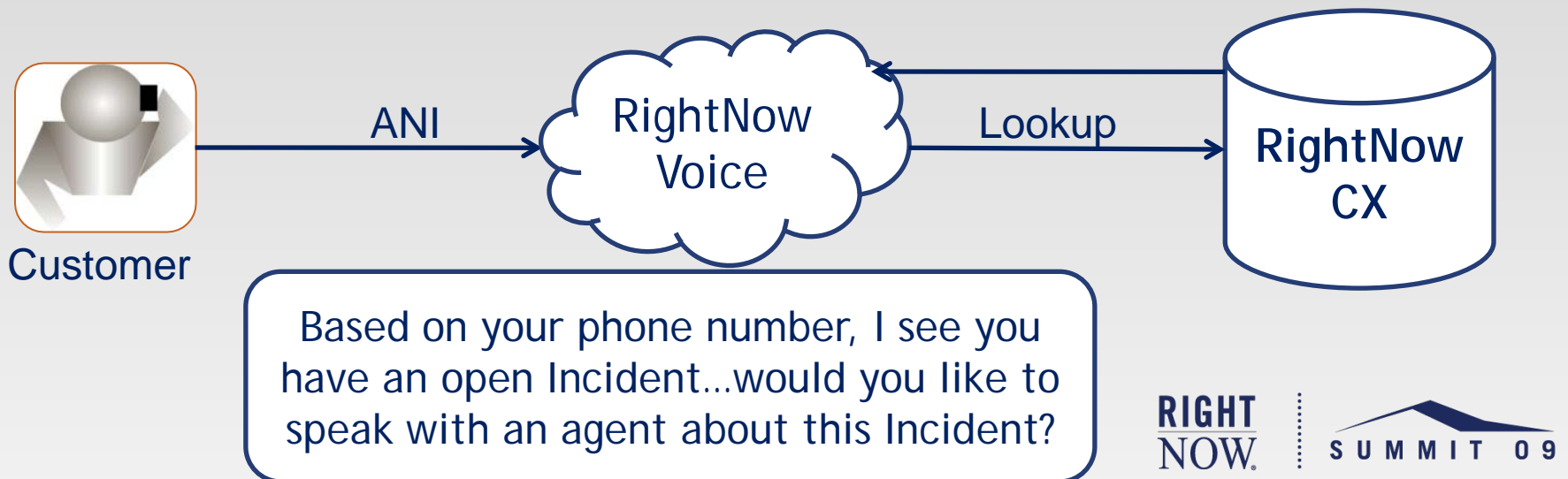
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Unresolved	090923-000004	VSSIncident-Knowledgebase
Unresolved	090922-000034	VSSIncident-Knowledgebase
Unresolved	090922-000033	VSSIncident-Knowledgebase

Title

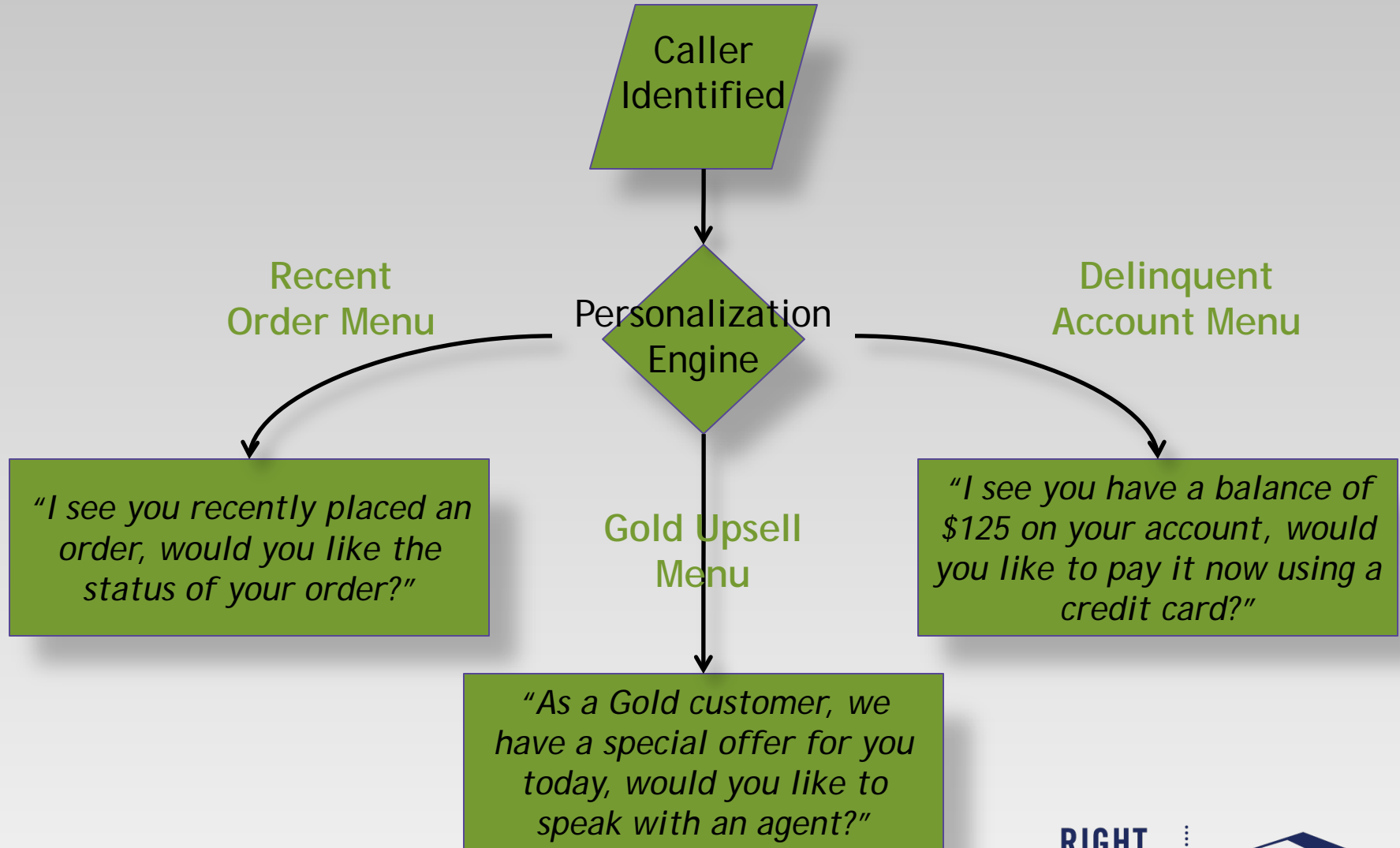
SLA Gold

# Personalizing Every Call

- ▶ Quickly authenticate each caller using ANI, Customer ID, more
- ▶ Tailor IVR prompting based on recent purchases, open Incidents
  - Target likely call reason to reduce “opt outs”
  - Offer most likely self-service option



# Personalized Voice Menu



# Demonstration

*authenticating  
callers*

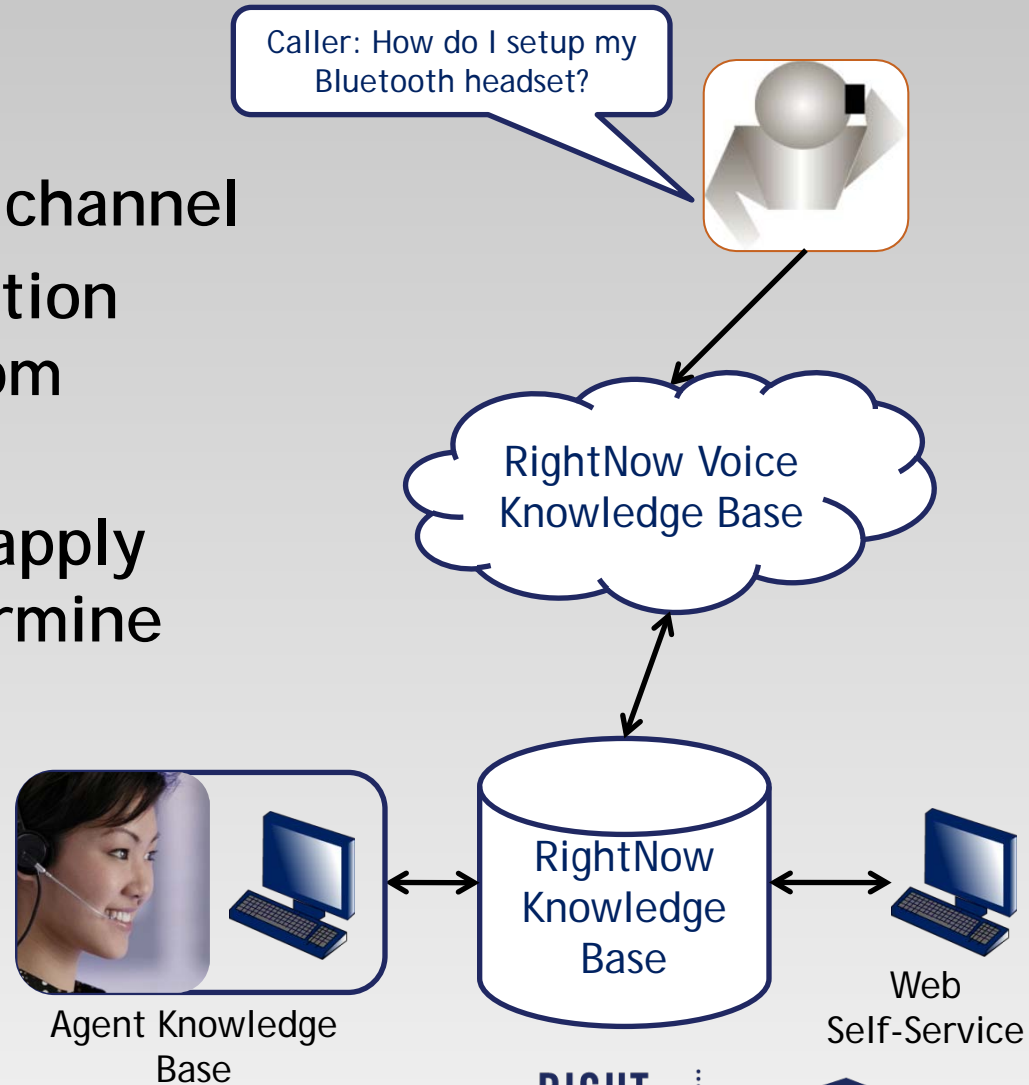
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# Infusing Knowledge into Every Call

- ▶ Extend the Knowledge Foundation to the Voice channel
- ▶ Callers speak their selection and retrieve answers from Voice Knowledge Base
- ▶ Perform a call analysis, apply Pareto Principle to determine call candidates
- ▶ Deflect >75% of calls



# Recorded Call

*voice  
knowledge base*



Motorola Wave Sound Volume Adjustment

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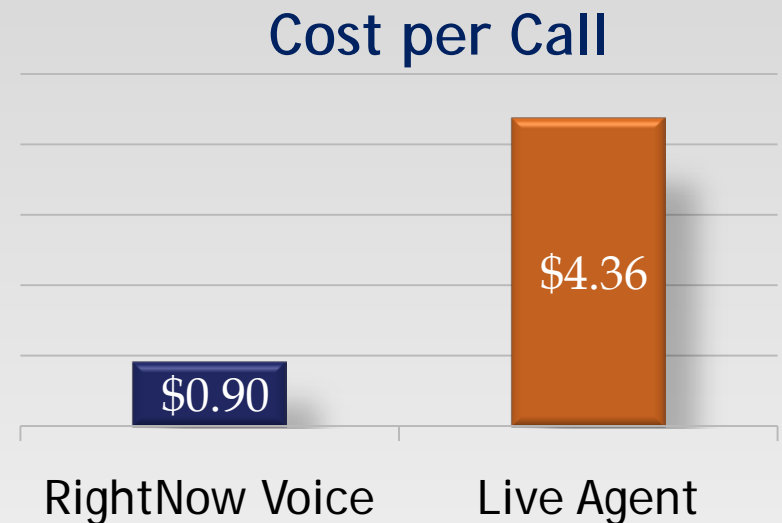
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# Empower Callers with Self-Service

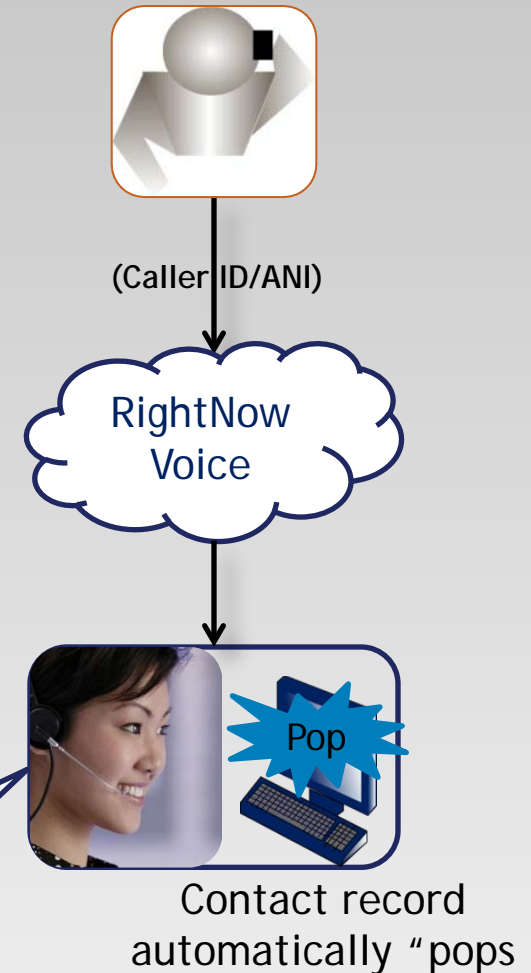
- ▶ Don't force callers to sit in queue; create Incidents and self-serve 24/7
- ▶ Provide callers with self-service alternatives for routine, repetitive call types
- ▶ Save your organization money

**RightNow Voice Calls  
Cost 80% Less than  
Live Agent Calls**



# Enhance RightNow Voice with Screen Pop

- ▶ Maximize RightNow CX with end to end RightNow Voice and Screen Pop
- ▶ Pass call IVR data to the RightNow Agent Desktop
- ▶ Agent's greet callers with Agent Scripting, Contextual Workspaces driven by IVR data
- ▶ Reduce average handle time (AHT) up to 30-seconds
- ▶ Increase caller satisfaction, eliminating need to repeat information



Agent: Hello Mr. Miller, I see you are calling about order status....

# Demonstration

*RightNow Voice  
with CTI Screen Pop*

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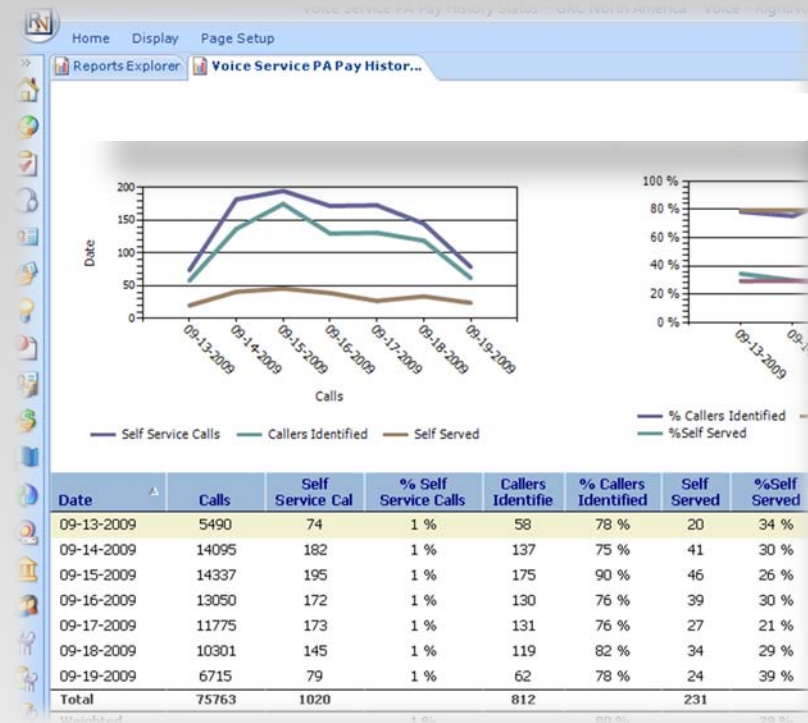


A stylized graphic of a mountain peak or roofline above the text 'SUMMIT 09'.  
**SUMMIT 09**



# Voice Managed Services, Ongoing Tuning

- ▶ Included with RightNow Voice
- ▶ Continual Service Enhancements
  - ▶ Performance reports and analysis
  - ▶ Service tuning, enhancements and maintenance
- ▶ No IT Assistance Required
  - ▶ RightNow performs day-to-day system management
  - ▶ Customer focuses on content and core business
  - ▶ No Voice expertise required from customers



# RightNow Voice Client Leadership

- ▶ >30 CUSTOMERS
- ▶ >100 APPLICATIONS DEPLOYED
- ▶ MULTIPLE LANGUAGES



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# Motorola \*\*\*PENDING APPROVAL\*\*\*



## ▶ APPLICATIONS IMPLEMENTED

- Natural Language Call Routing
- Voice Knowledge Management
- Voice Status Management
- Voice Survey Management
- CTI Screen Pop

## ▶ RESULTS

- >30% self-service rate
- 16% shift from agent-assisted calls to voice self-service
- Channel cost arbitrage (in the range of 8-11x )
  - IVR cost/call >\$4 less than live agent call
- Reduced AHT via CTI screen pops
- CSAT Index = 92