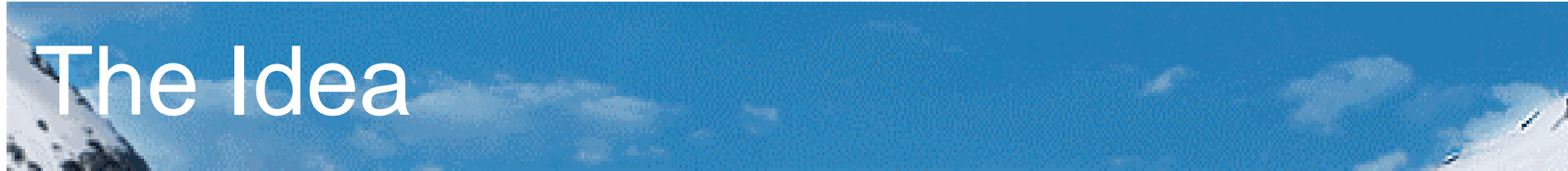




Guided Self-Service:  
Making Speech Easier to Adopt

**Llance Kezner**  
Vice President Sales  
& Marketing

**Spoken™**  
self-service guaranteed™



# The Idea

Reduced Stumbling Blocks  
In Speech Automation

=

Increased User  
Adoption and  
Completion Rates

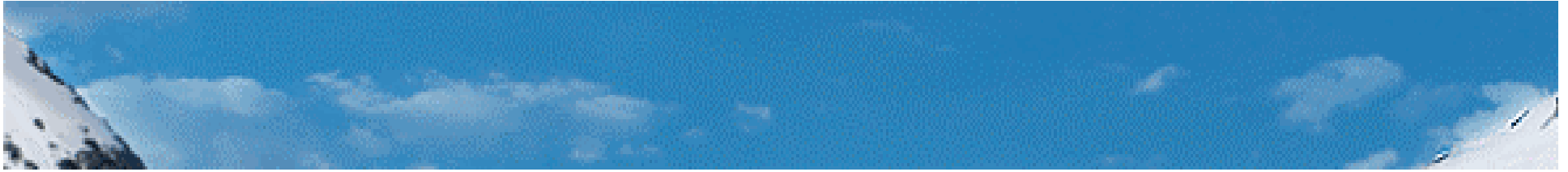
# Complexity Lowers Completion Rates

- **Recognition-**  
Variable and uncontrollable environments
- **Coverage-**  
Complex answers
- **Call Flow -**  
More complex dialogs

# Spoken Solution: Add Assistance

The only hybrid-system that integrates human silent agents as Guides and technology to ensure a better caller experience and service at a reduced cost in call centers.





# How it Works

# New Call Center Role

## GUIDE:

### - Assists Automation

Monitors Calls to Assure Completion

### - Silent and Effective

No Phone Skills Needed

### -Web-Based Console

Virtual by Nature





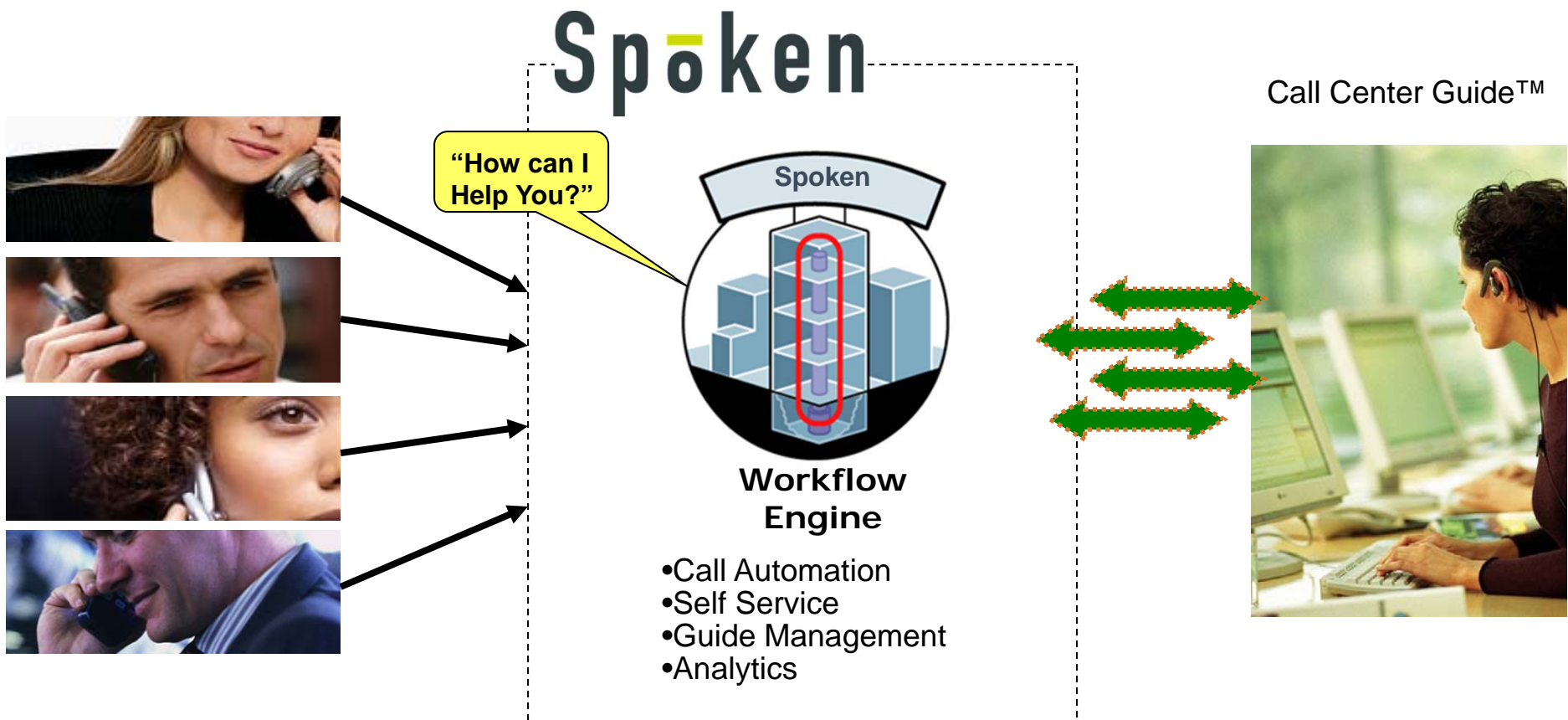
# Example of Assisted Self-Service



Assists Self  
Service Checkout  
to Ensure  
Completion



# Guided Self-Service





Guide TIME OUT: 0 TOTAL: 12 SERVICE LEVEL: 100% MAXIMUM SESSIONS: 4 Sign Off

R5J7 order D987 WISMO/SHIP M8IH Connected

CALL TIME: 00:00:41 Transfer to Agent End Call

Caller Number Listen Update

Cust Number 111535672

Caller Profile Listen Update

Zip Code 45853 Last Name First Name

Media Code Listen Ask Again Update

Code

Address

Address1 Address2 City State

Reason for Call Listen Ask Again Update

- order
Order - Something (Ctrl+1)
Cancel Order/Refund (Ctrl+2)
WISMO/Shipping (Ctrl+3)
Billing Question (Ctrl+4)
Product Info (Ctrl+5)
Request Catalog (Ctrl+6)
Web Support/Technical Difficulty (Ctrl+7)
Customer Service/Want Live Agent/Other (Ctrl+8)

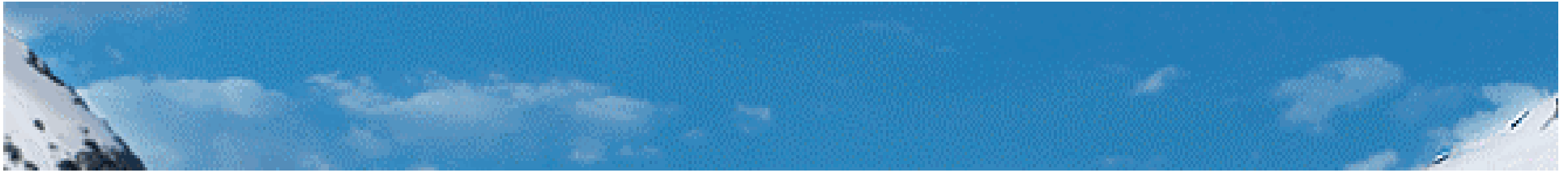
Phone Listen Ask Again Update

Phone

Email

Email

errring your call."

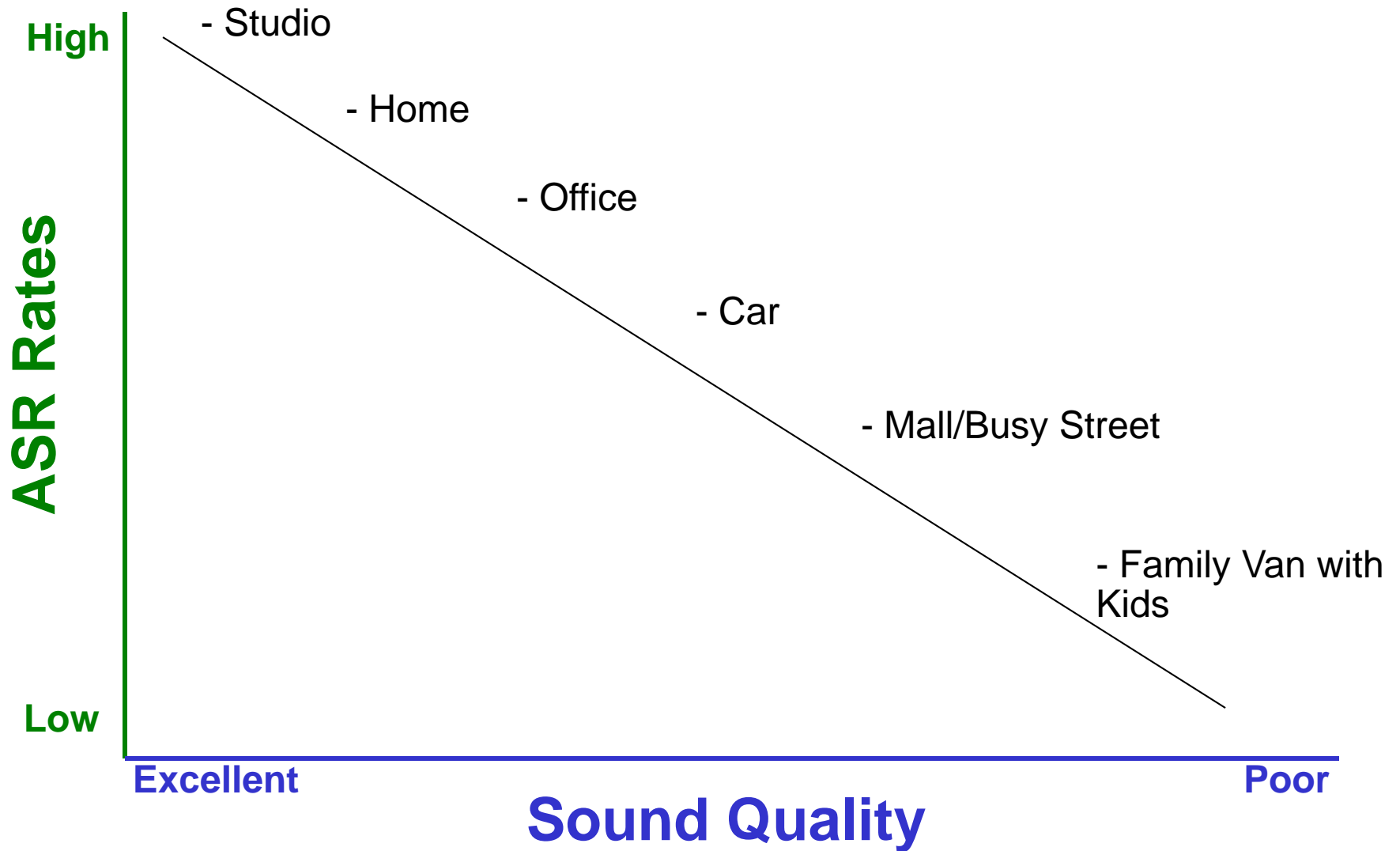


# Impact of Adding Assistance

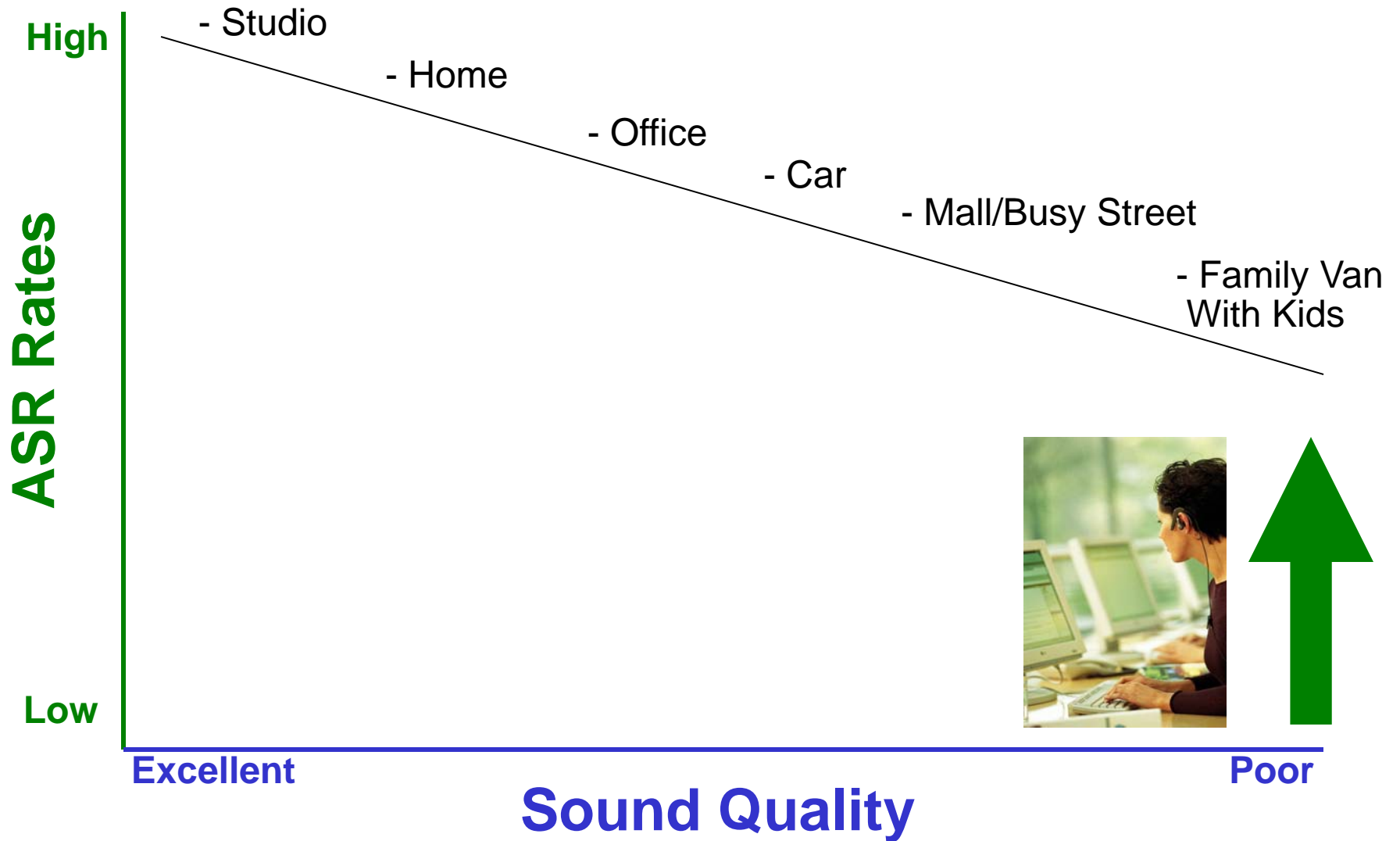
# Competitive Advantages w/Spoken

- Increase Overall Automation Rates
  - Reduce Stumbling Blocks That Cause Opt-Outs
- Improved Customer Experience
  - Reduce Prompts, Re-Prompts, & Disambiguation
- Increases Adoption of Automation
  - Keep Callers from Opting Out

# Recognition- Automated Confidence

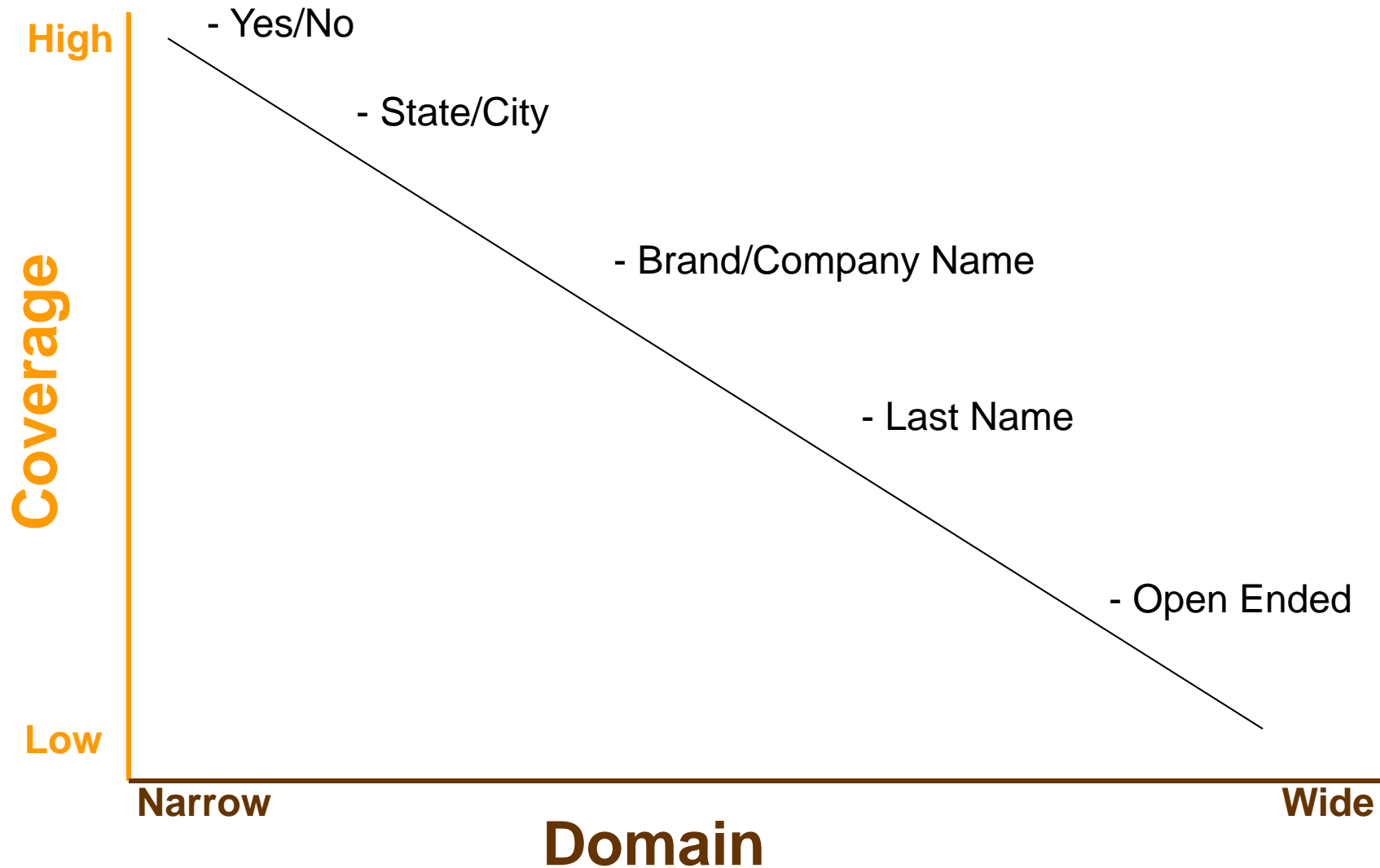


# Recognition – Assisted Confidence

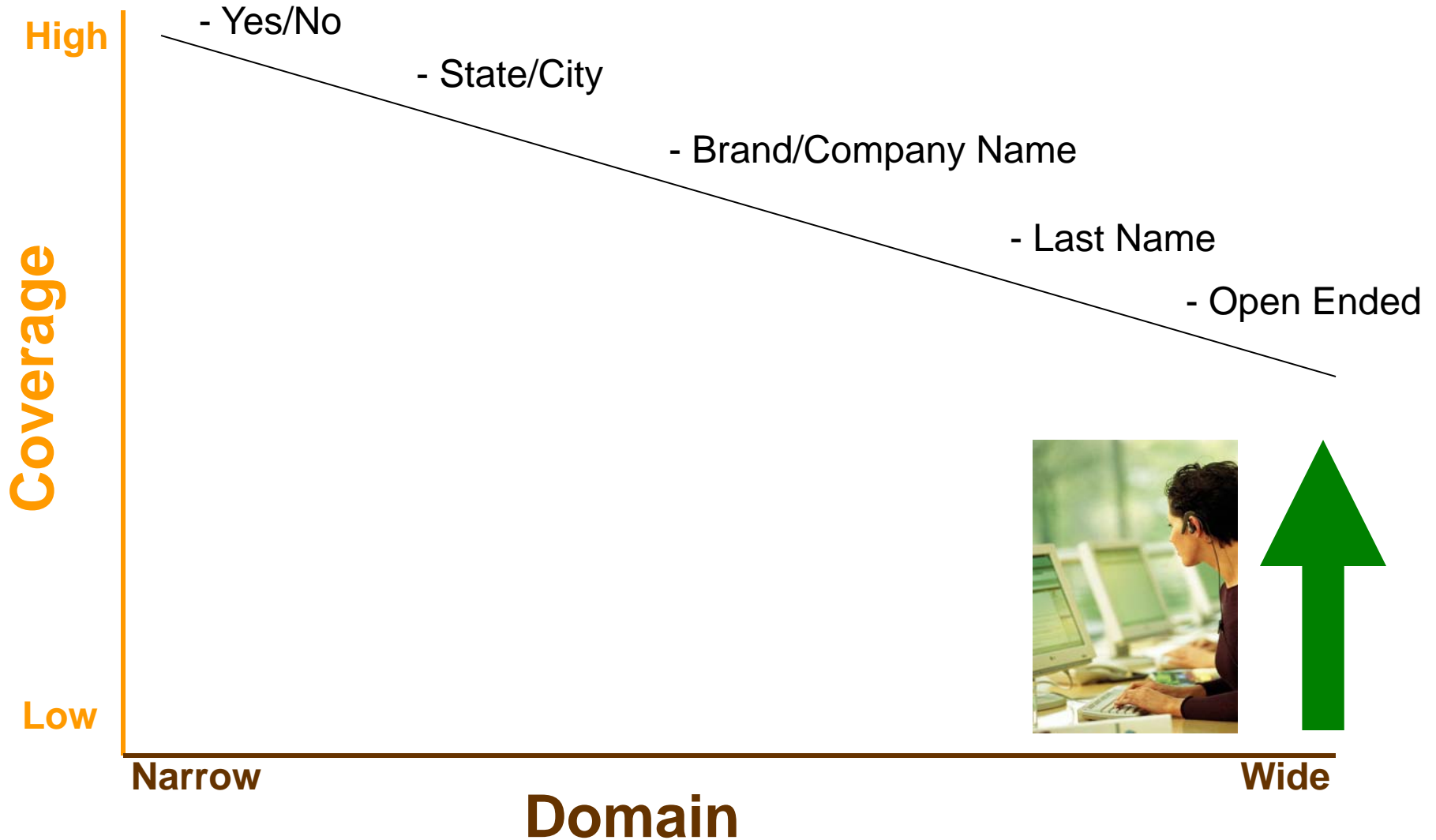




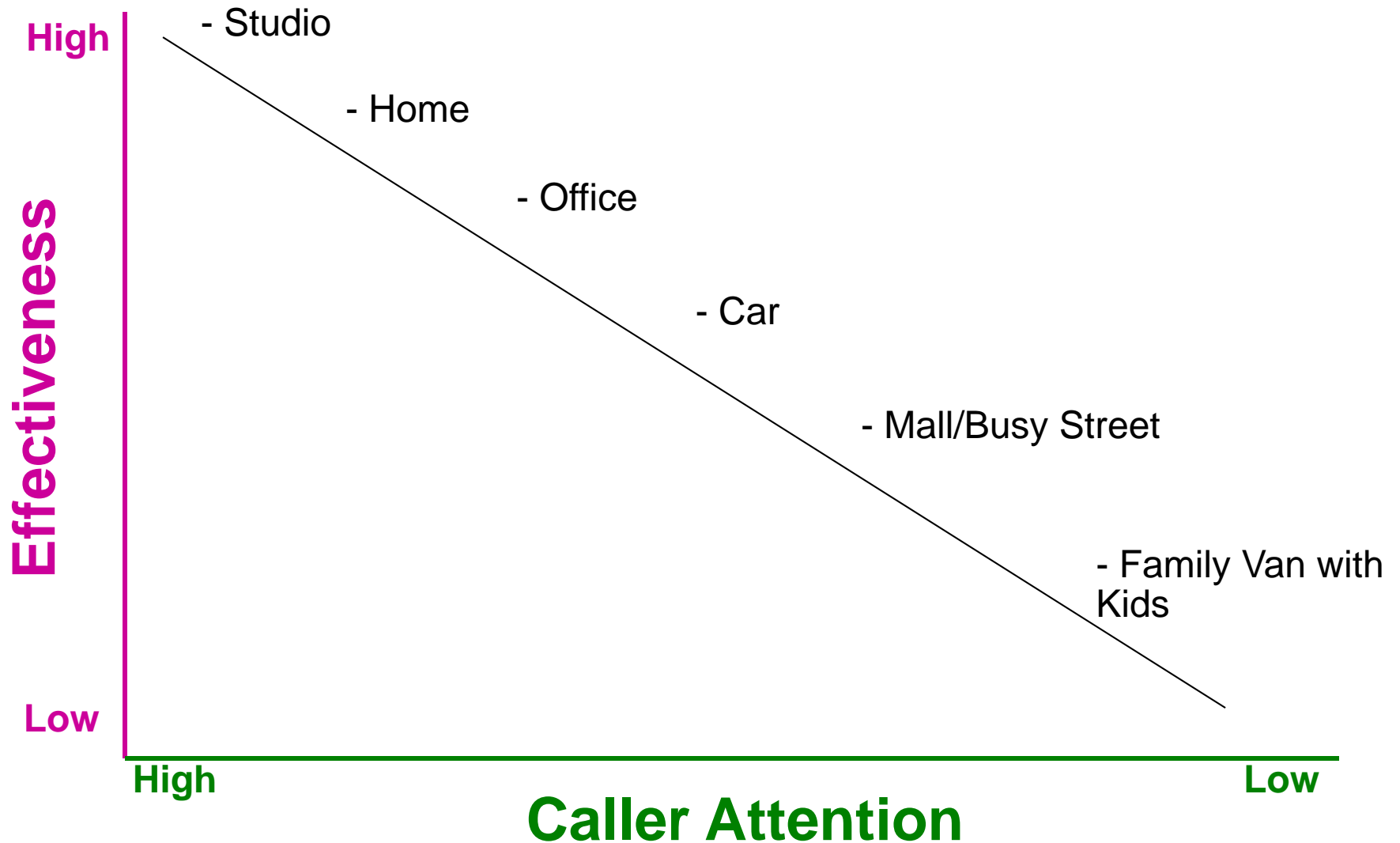
# Coverage- Possible Matches



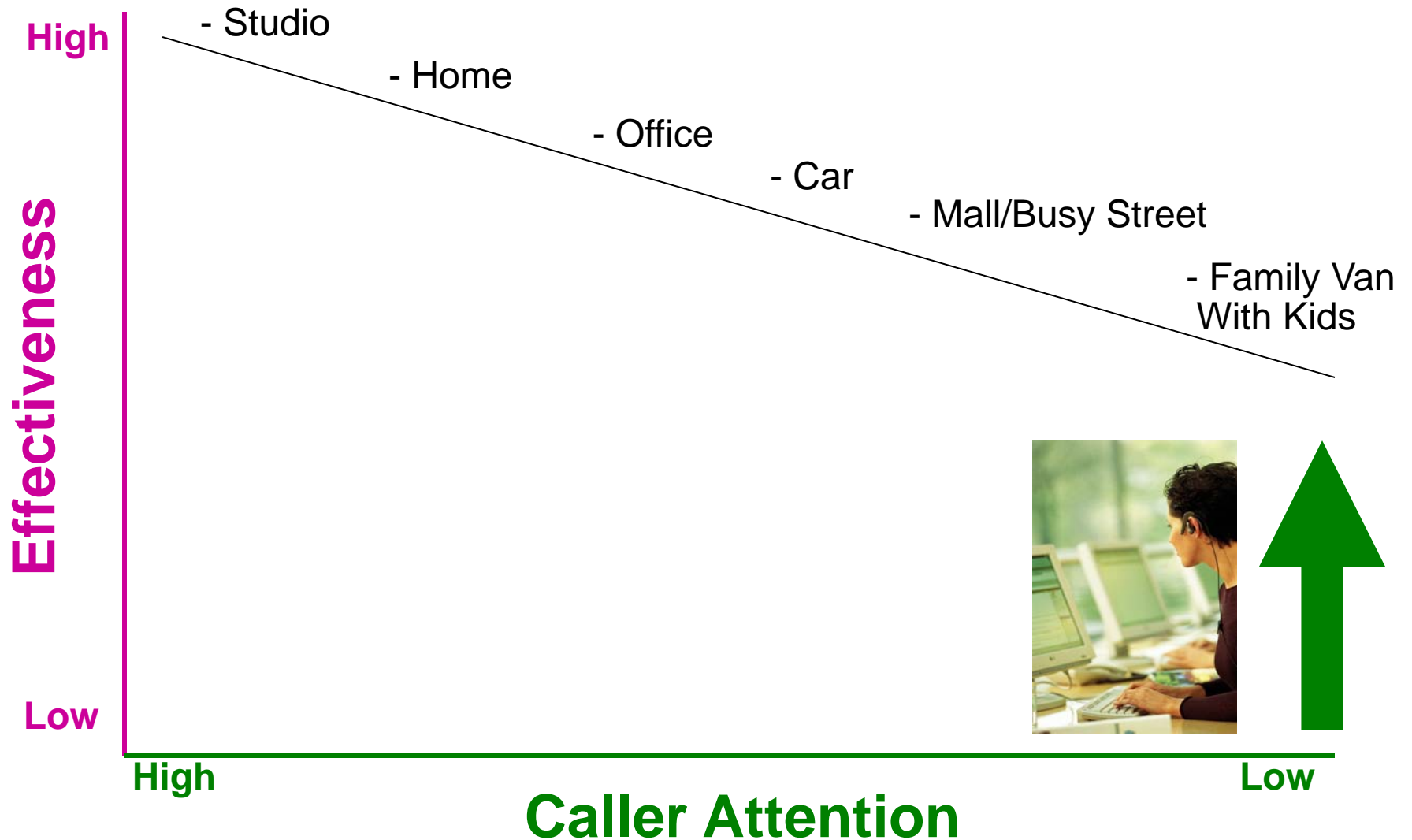
# Coverage- Assisted Matches



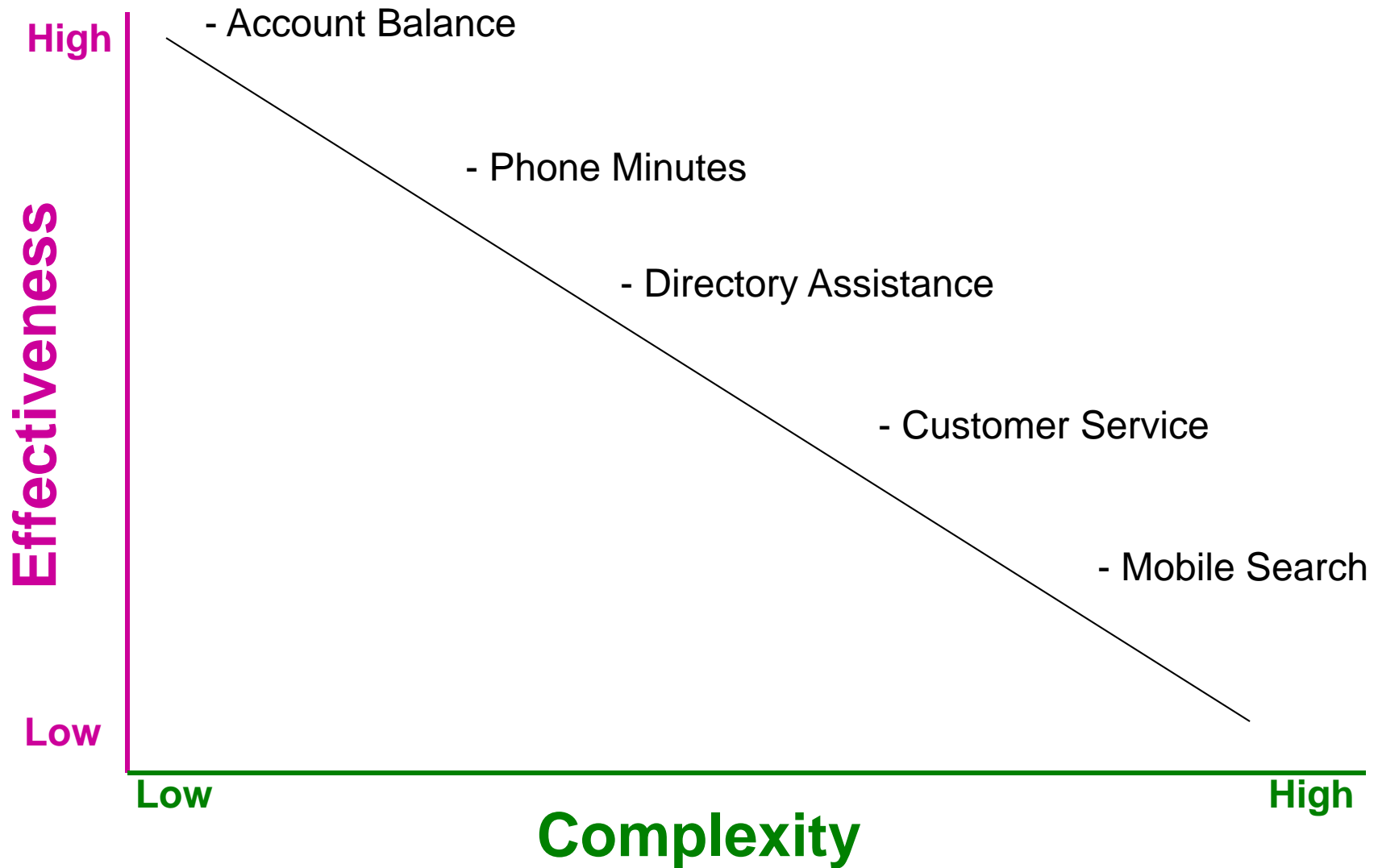
# Call Flow- Dialog



# Call Flow- Assisted Dialog

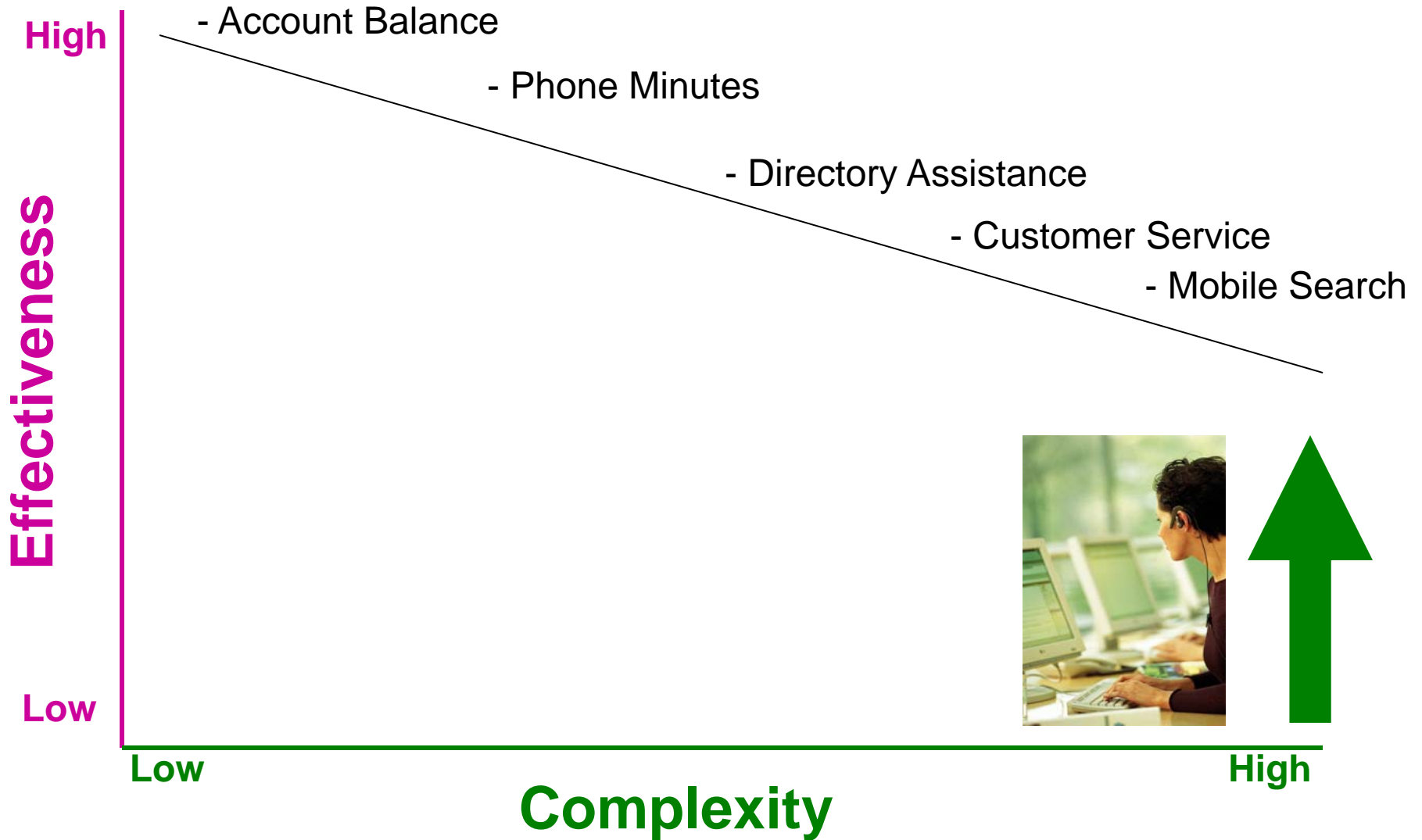


# Completion Rates- Automated



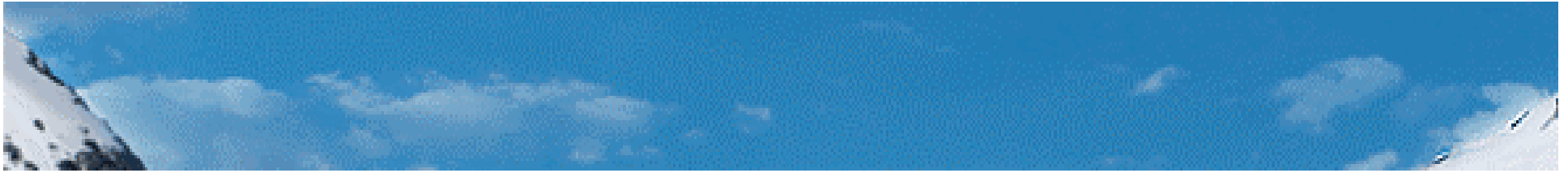


# Completion Rates- Automated






# Financial Impact

- Guides handle 4 or more at the same time
- Spend time where it counts
- Increase completion rates, lower total support costs



# About Spoken Communications

# About Spoken Communications

<b>Product</b>	<b><i>Guided Self-Service</i></b> ™ For a Better Caller Experience
<b>Technology</b>	Innovative hybrid voice-response technology. <b>17 patents issued, 53 pending.</b>
<b>Management</b>	Seasoned team of executives from Microsoft. Headquartered in Bellevue, WA
<b>Investors</b>	
<b>Key Partnerships</b>	 
<b>Customers</b>	-Enterprise Call Centers -Mobile Search/Directory Assistance

# What the Industry is Saying:

*"... I can clearly see the potential that the Spoken solution offers to our industry,"*

- Dan Faulkner, Director, Nuance Communications Inc.

*"... the role of call center agents will change. They will become guides, steering customers to where they can get the right information."*

- Mike Bergelson, Director of Product Management, Cisco

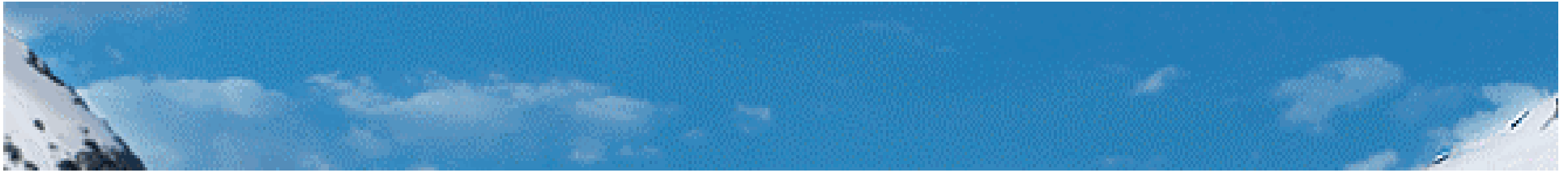
***"Spoken's Assisted Self-Service yields better results for the caller and is significantly less costly to implement [than speech technology]..."***

- Walt Tetschner, Voice Information Associates

***"If call centers want to circumvent most speech recognition problems, the time has come for hybrid architectures."***

- Dr. Walter Rolandi, Voice User Interface Company





## ***For More Information:***

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