

Voice in the Cloud: New Features, Functions and Best Practices

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Company Background

- Opus Research

- Founded 1986
- Provide Competitive Intelligence and Strategy
- Focus on Conversational Commerce, Mobile Internet, Voice Biometrics

- Recent Reports

- How “Friction-Free” Care Can Bolster the Bottom Line
- Personal Virtual Assistants: Primer and Planning Guide
- Voice Biometrics Vendor Survey and “IntelliView” 2012
- Survey Results – Caller Authentication: Likes, Dislikes and Preferences
- IVRs Take on New Tasks

Contact Center's History

- 20th Century Innovation Centers
 - 1st site for computer/telephone integration
 - Emphasis on high-volume and scale
 - Front-ended by IVR/ACD combo
- 21st Century Transformations
 - Voice takes on Web model
 - Emphasis on multi-channel, mobile support
 - Conversational front-ends
 - Speech-based agent's role as triage

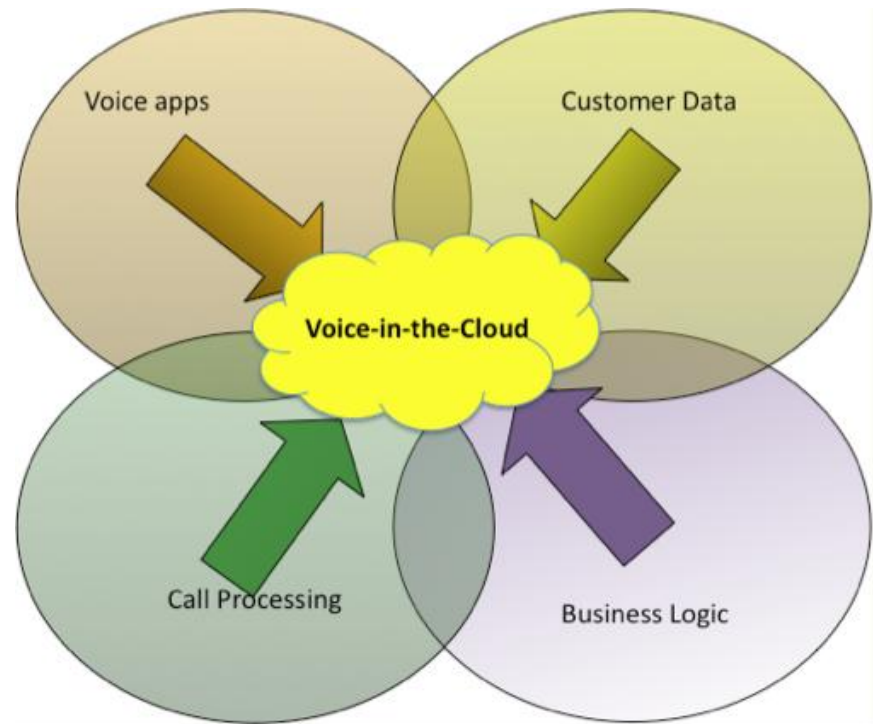
Enter the Cloud

■ Leverage

- Big Data
- Cheap Storage
- Application Processing

■ Results

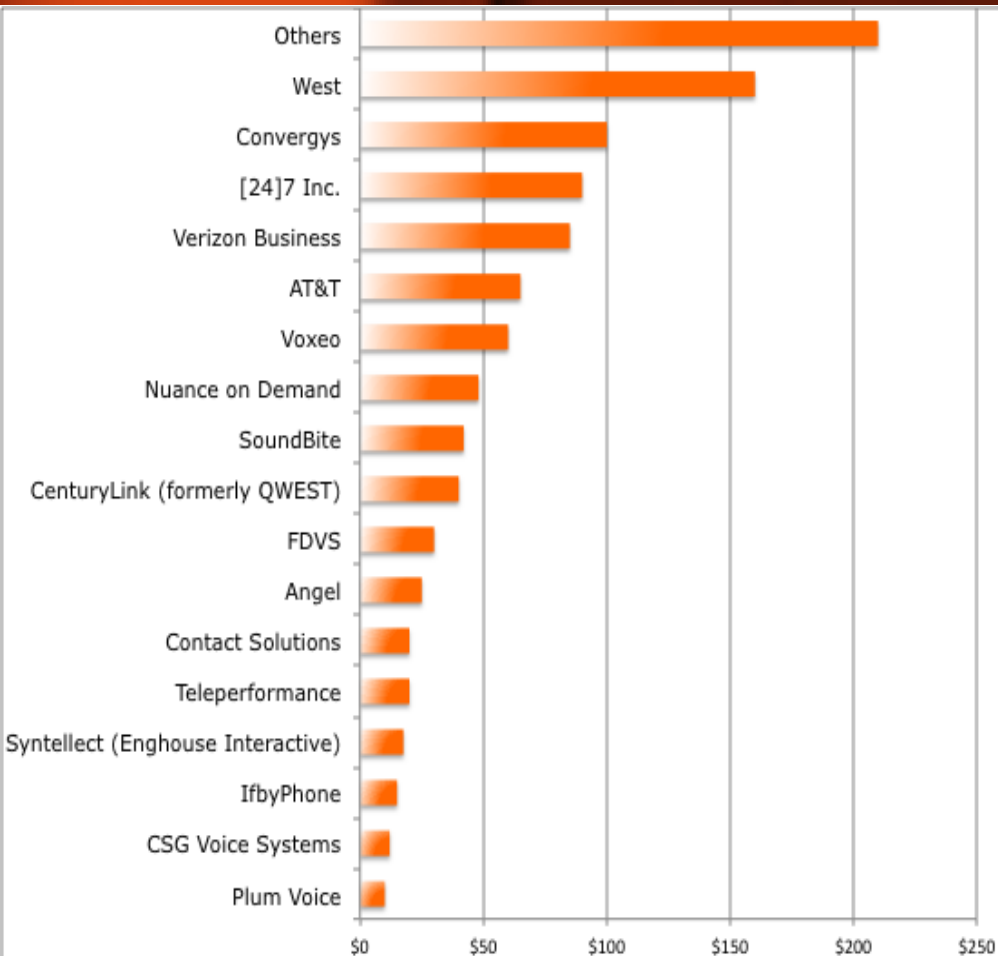
- Better CX
- Faster Deployment
- Flexibility



New options for enterprises

- Customer care tactics
 - 2nd generation mobile care apps
 - Support for multi-channel “conversations”
 - Leverage existing CRM, CC infrastructure
- Focus on “customer experience”
 - Virtual queues and callback
 - Stay in app = “visual IVR”
 - “Friction free” = Virtual Assistants

And for solutions providers



- A broad mix:
 - Led with speech self service
 - Add multi-channel, intelligent escalation
 - Plus BPO, analytics, reporting
 - Defining virtual assistant strategies

Early entrants

- **Voxeo**
 - Standards-based (VoiceXML, ccXML)
 - Added tools, multiple channels
- **Tellme, Voxify = [24]7**
 - “Voice browser”
 - Webchat
 - “Predictive Experience” (Px)

New competitive landscape

- Premises-based
 - Added virtualized, hosted and managed
 - Innovation around ROI and KPIs
- Cloud call centers
 - Compete on price
 - Moving up market
- Business Process Outsourcers (BPOs)
 - Recently play up contact centers/agent UIs
 - Emphasize mobile commerce support

Assisted self-service models

■ Interactions

- Human assisted automated handling (E.g. Hyatt)
- Licensing AT&T Watson

■ Nuance on Demand

- Showcasing USAA
- Promoting Nina for Mobile

■ Angel

- Acquired by Genesys
- Showcased Lexee

Implication for pricing models

■ Flexibility

- Per user, port or seat
- Per server
- Per app, feature
- Per activity, result or “Gain sharing”

■ On demand

- No CapEx
- Pay as you go
- Pay by result

Future Expectations

- Strong authentication/Trusted links
- Mobile assistants everywhere
- Branded assistants for companies
- Assistant-to-assistant interactions
- Automated speech is the most common denominator
- “Have your agent call my agent”

The building blocks

- Smartphones
- Web standards
- Speech processing
- Natural language processing, “AI”
- Conversation management, context
- Tools (for app developers)
- APIs (real-time Internet of Things)

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