



INTELLIGENT COMMUNICATIONS

Interactive Voice and Video Response

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IVVR – The Future of Mobile

- ▶ What is IVVR?
- ▶ What is Possible with IVVR
- ▶ Industry Trends
- ▶ How Does It Work?
- ▶ Conclusion



Bloomin' Blooms



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One-Way Video: *Applications NOT possible with Voice Alone**

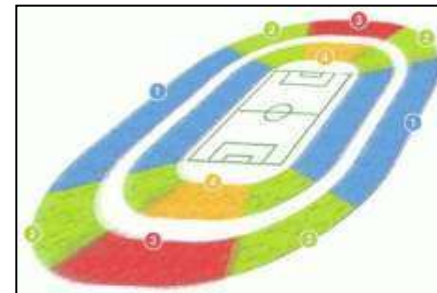
- ▶ Show Multiple Choices Quickly
 - Schedule choices
 - Price choices

- ▶ Show Complex Choices
 - Seat locations
 - Maps showing locations

- ▶ Show Possible Experience / View
 - From a stadium seat
 - See hotel room
 - View of street when giving directions

July Schedule

10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



*** Not even possible with a live agent!**

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Comparing “Voice” vs. “Voice + Visual”

▶ **Study*:**

- **Users placed two test calls to a self-service system: One voice alone, one with voice plus visual text display.**
- **Users answered questionnaire after test calls to grade system on 1-to-5 scale.**

QUESTION TO USER

		Voice Alone	Voice + Text
▶ I was able to complete the required task	4.55		5.0
▶ I found the system intuitive and easy to use		4.2	4.6
▶ The system recovered gracefully from errors		3.9	4.7
▶ The system understood what I said		3.9	4.2
▶ Given a choice of using this system or waiting five minutes for a human operator, I would choose this system	3.75		4.7
			<input type="text"/>

* *Constraining User Response via Multimodal Dialog Interface*, Baker, McKenzie, Biermann, Weibelhuth, International Journal of Speech Technology, p 221-228, © 2004

Timelines and Trends

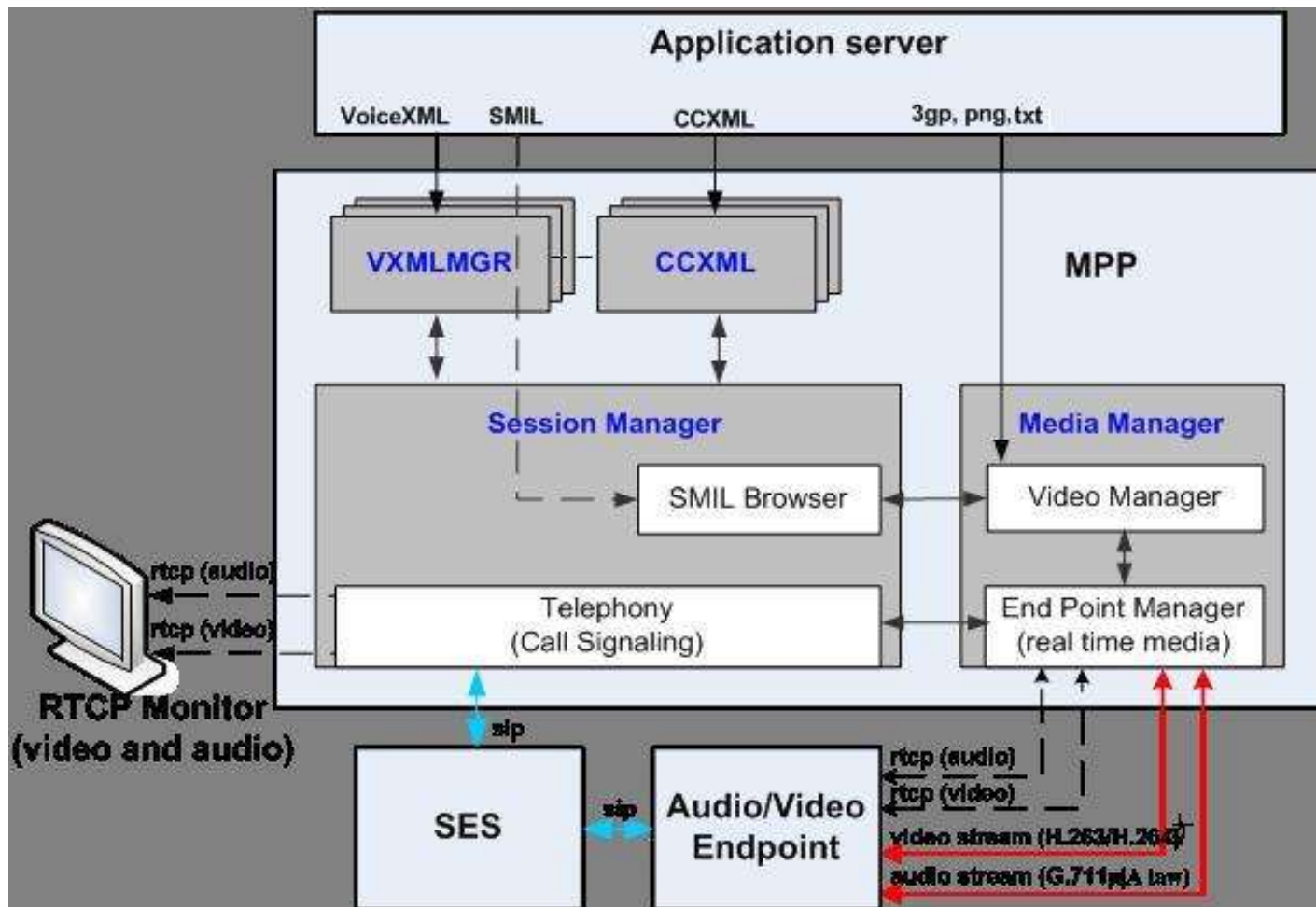
- ▶ Asia Pacific Already There
 - ▶ Korea has first IVVR App Deployed
- ▶ Europe Almost There
- ▶ US/Canada Still A Long Way Out

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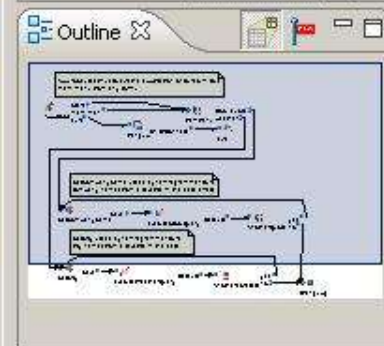
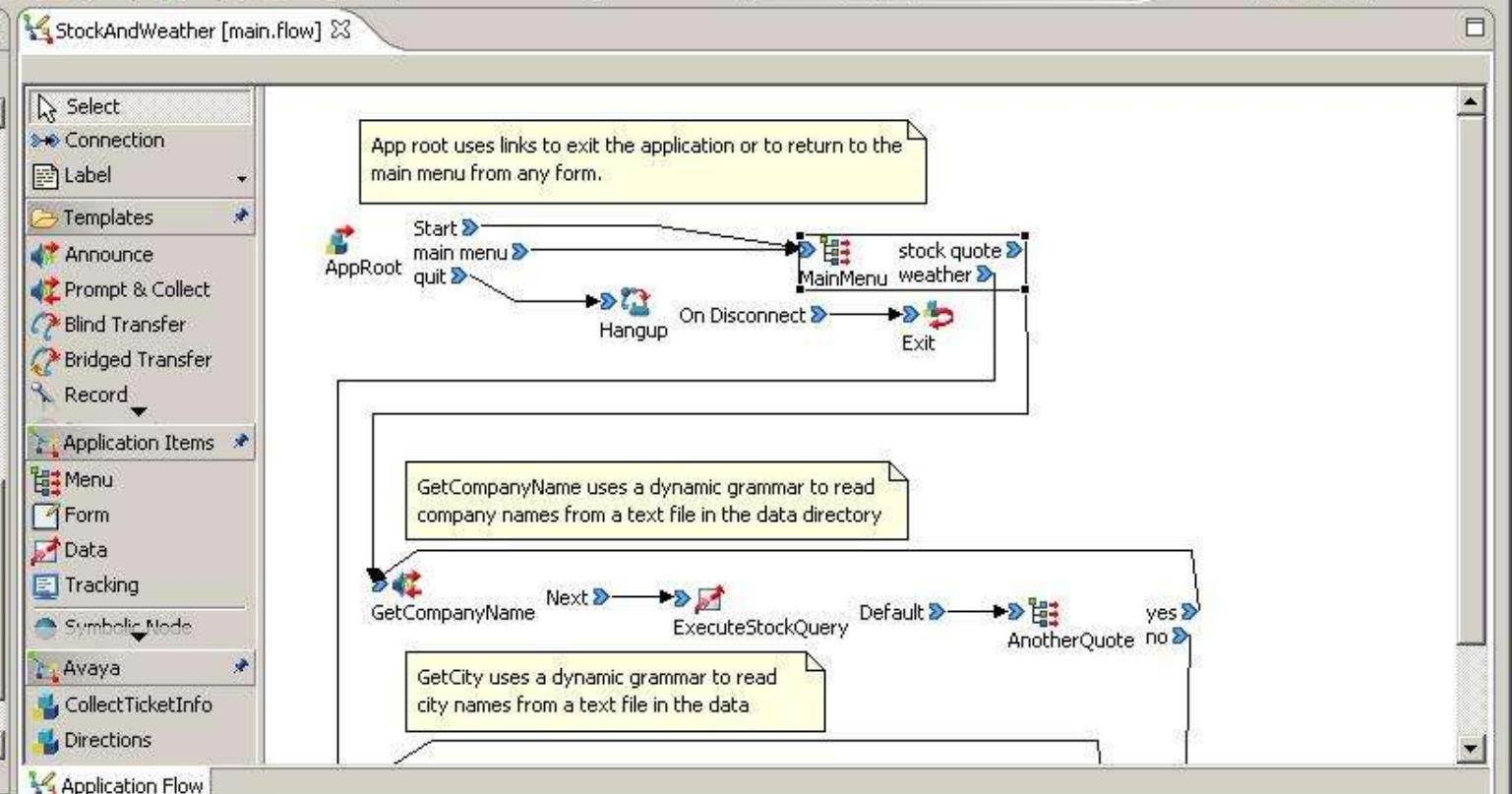
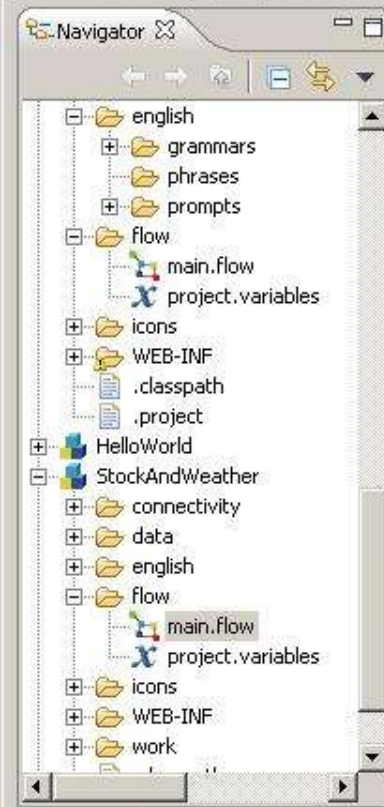
Media Manager

- ▶ New component "Video Manager" and "Media Manager" are added in VP 5.0
- ▶ Audio and Video Streaming are supported by Video Manager



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The Avaya Voice Browser interface includes a numeric keypad (1-9, *, #), function buttons like 'Call Active', 'Waiting ASR', 'Waiting DTMF', 'No Input', 'No Match', 'Hang Up', 'Send ASR', 'Record End', and 'Xfer Stat.'. It also has 'Call', 'Input', 'Log', and 'Script' buttons.

Property	Value
Name	MainMenu
Comments	
Cache Page	false
Location	(290, 81)