

AVOKE

Caller Experience Analytics

Analytics - The Key To Agility & Thriving On Change

Voice Search 2008

C201 The Impact of Voice Search and Mobile Ads on
Call Centers

Joe Alwan

VP/GM, AVOKE Caller Experience Analytics
BBN Technologies

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How's Your Crystal Ball?

Higher Volumes

from new
directories &
mobile ads?



Lower Volumes

from better
self-service?

How's Your Crystal Ball?

Callers embrace natural language interfaces?

Higher Volumes

from new directories & mobile ads?



Lower Volumes

from better self-service?

More dis-satisfaction & backlash?



Change = Opportunity



Get It Right – “Leading Edge”

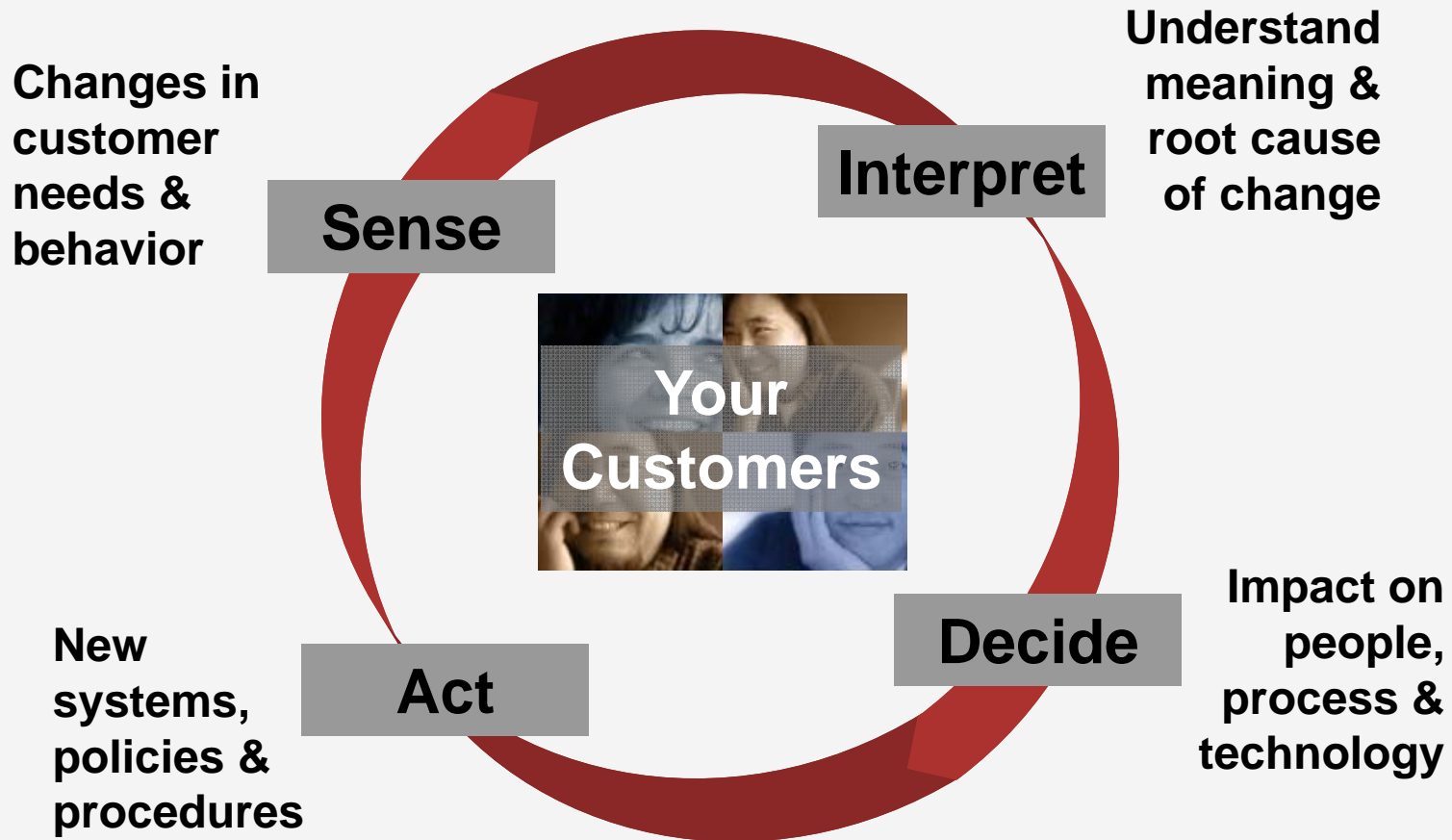
- More self-service lowers your costs
- Good user interfaces increase satisfaction
- Increased volume converted into more sales

Get It Wrong – “Bleeding Edge”

- Customers don't use your expensive new apps
- Self-service & satisfaction decline
- Increased volume drives increased cost
- Competitors pull ahead on efficiency & loyalty



Getting It Right – Thriving On Change

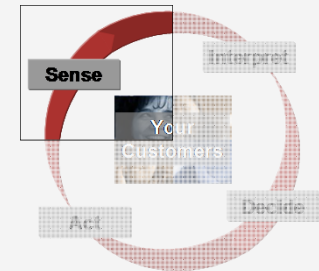


Sense

Detect Changes Early

Monitor Caller Experience Metrics

- New Reasons-For-Call
- Changes In Volume For Specific Call Reasons
- Caller Behavior In IVR Applications
- Caller Success Rates Thru Voice Applications
- Number Of Transfers By Call Reason
- Total Caller Invested Time By Call Reason

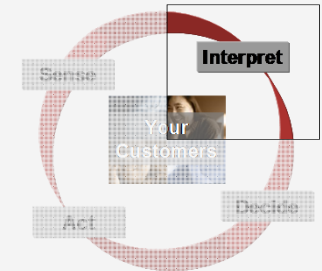


Cradle-to-Grave, Agent & IVR Handled Volume

Interpret Why Did The Data Change?

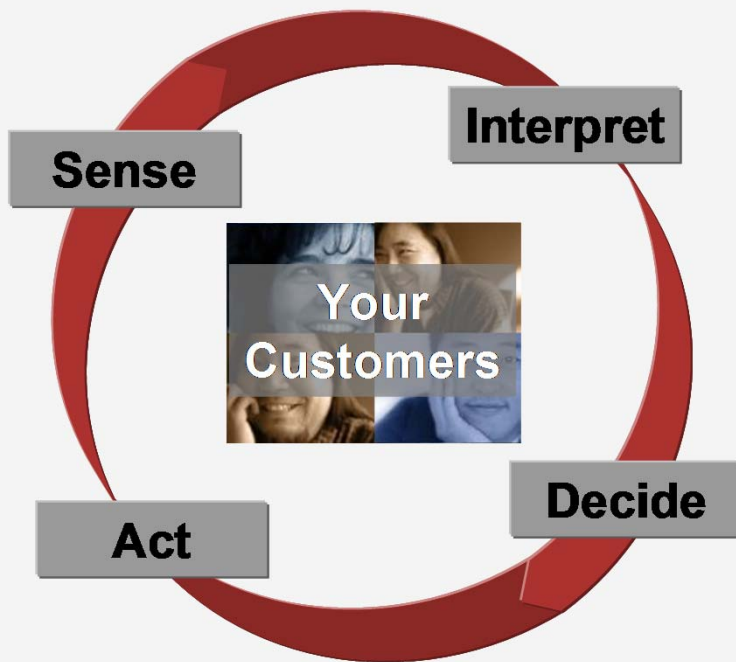
Drill Through The Data

- Dialing to Hang-Up
 - » Including Partners & Offshore
- Iterative Slice, Dice & Visualize
 - » Test Relationships & Discover Patterns
- Drill To End-To-End Audio
 - » Learn Caller's Emotions & Intent
- Collaborate With Stakeholders



Transform Data to Actionable Information

Caller Experience Analytics Provide Insights To Be Proactive



**Insights About Your Callers,
Not Your Agents or IVR**

**Real-Time To Detect
Changes Early**

**Data & Audio To Learn
Caller's Intent**

**Interactive, Iterative,
Collaborative**

**Zero Integration To Keep
Infrastructure Flexible**

AVOKE

Caller Experience Analytics

web: www.bbn.com/avoke
email: avoke@bbn.com
phone: 617-873-1600