



# Voice User “Intelligence” – Personalizing Speech Self-Service

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# Voice User Intelligence – The New VUI

- VUI is not just “interface” anymore
- It’s adding intelligence to the interface

## What is It?

- Voice User Intelligence - creation of intelligent applications allowing callers to get the task done faster and in a more personalized fashion
  - Proactive
  - Context-aware
  - History-aware
  - Interactive

## Why do we need it?

- You Cannot Compete if You Have a Bad VUI
- Pretty good applications are becoming the norm, but “pretty good” is not good enough
- A bad VUI produces:
  - Customer attrition
  - Bad reputation
  - Transfers to an agent
  - Customer frustration

# Next Generation Applications = Great Customer Service

- Best Practices in Development and Design
- Conversational Intelligence
- Contextual Intelligence
- Adaptive and Ageless Applications

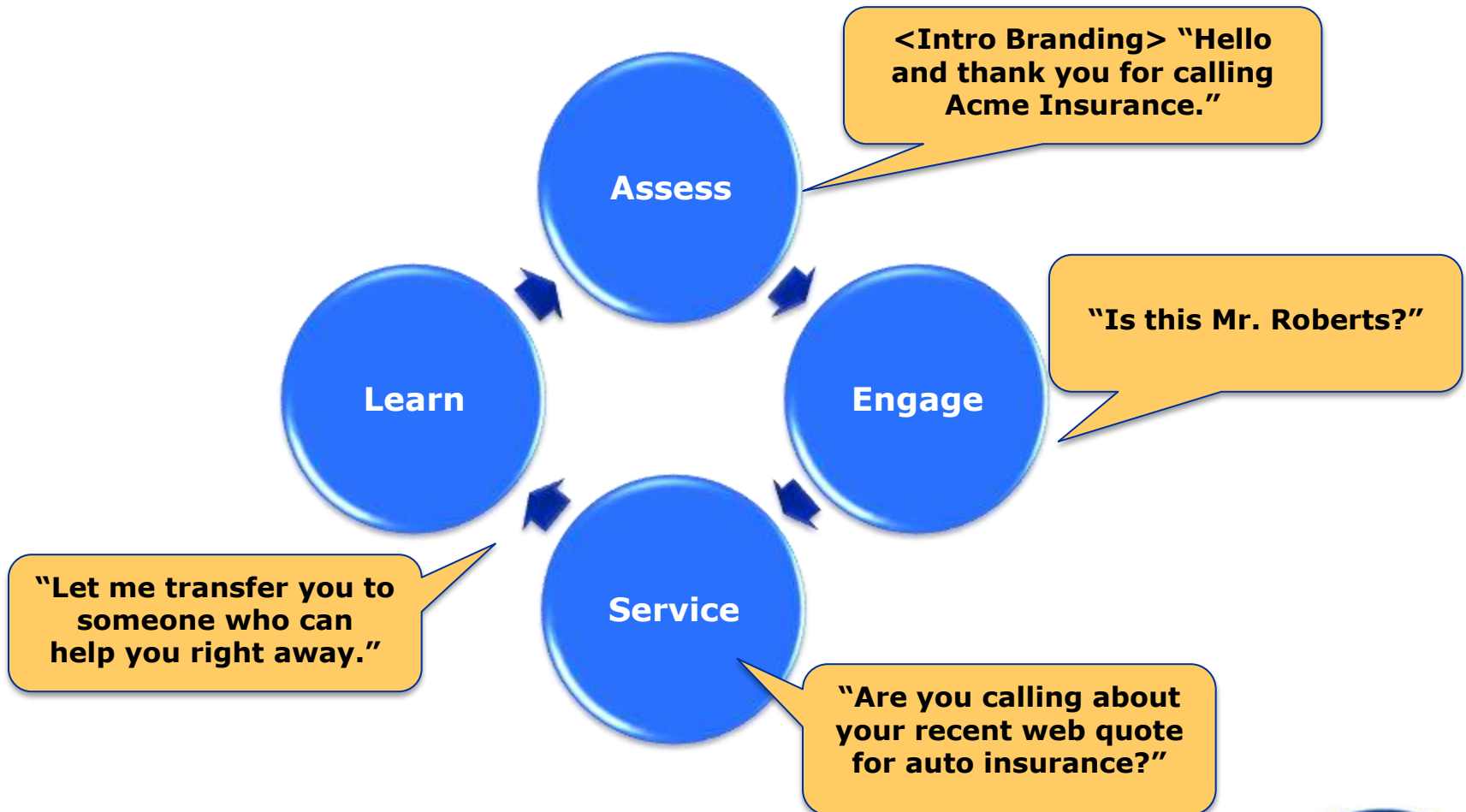
# Conversational Intelligence

- One size doesn't fit all
- Adapt conversational behavior
  - During a call
  - Over several calls
  - Due to business process
- Example:
  - Nancy calls for flight status
  - Encounters recognition issues
  - Treated differently than another caller

# Contextual Intelligence

- Dynamic call flows are data aware:
  - Who you are
  - Where you are calling from
  - What your intent is
  - What your interaction history is across all channels
- Back-end integration makes the front-end smarter
- Algorithms
  - Identity Confidence
  - Predict Intent
- Result: Lower the time a caller interacts unnecessarily with the system

# Contextual Intelligence (cont.)





# Adaptive, Ageless Application

- Adaptive. Ageless. Necessary.
- Deeper Analytics
  - Bringing lessons back into the next design
- Open-ended Search - Generation of Agelessness
  - For example, FAQ apps
  - Let's play an example - Listen for:
    - Nested menus in classical VUI
    - Search changing paradigm
    - Agelessness
- Console-based designing

# Summary

- Technology exists to make your customer service soar
- “Pretty good” is not good enough anymore
- It shouldn't cost you an arm and a leg or take lots of time to radically improve your customer service with voice user intelligence



# Thank You

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