

Dynamic Customer Experiences

Voice Search Conference March, 2008

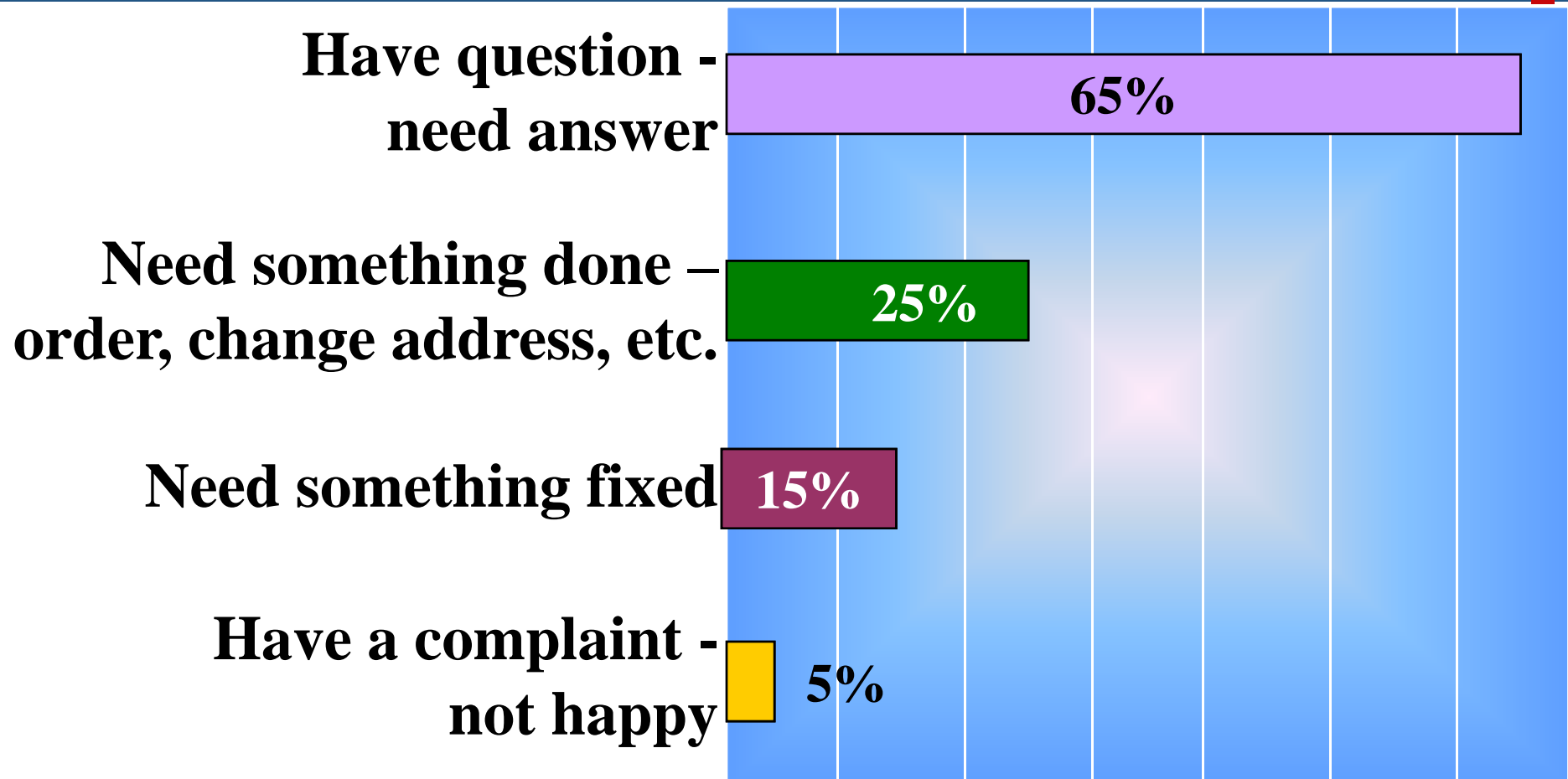
Jeff Wiles - Voice Applications Solutions

Genesys



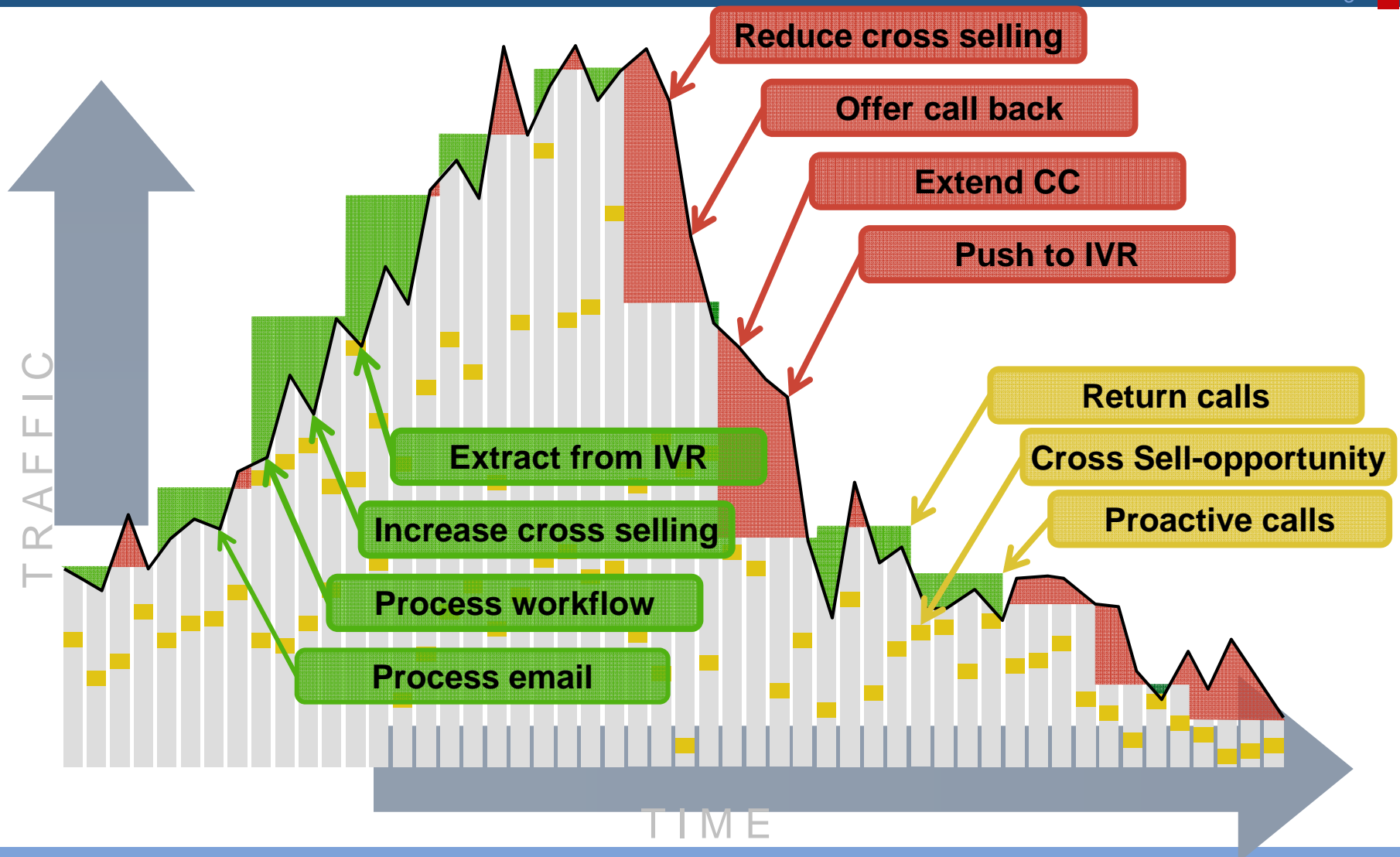
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Typical Reasons why Customers Call



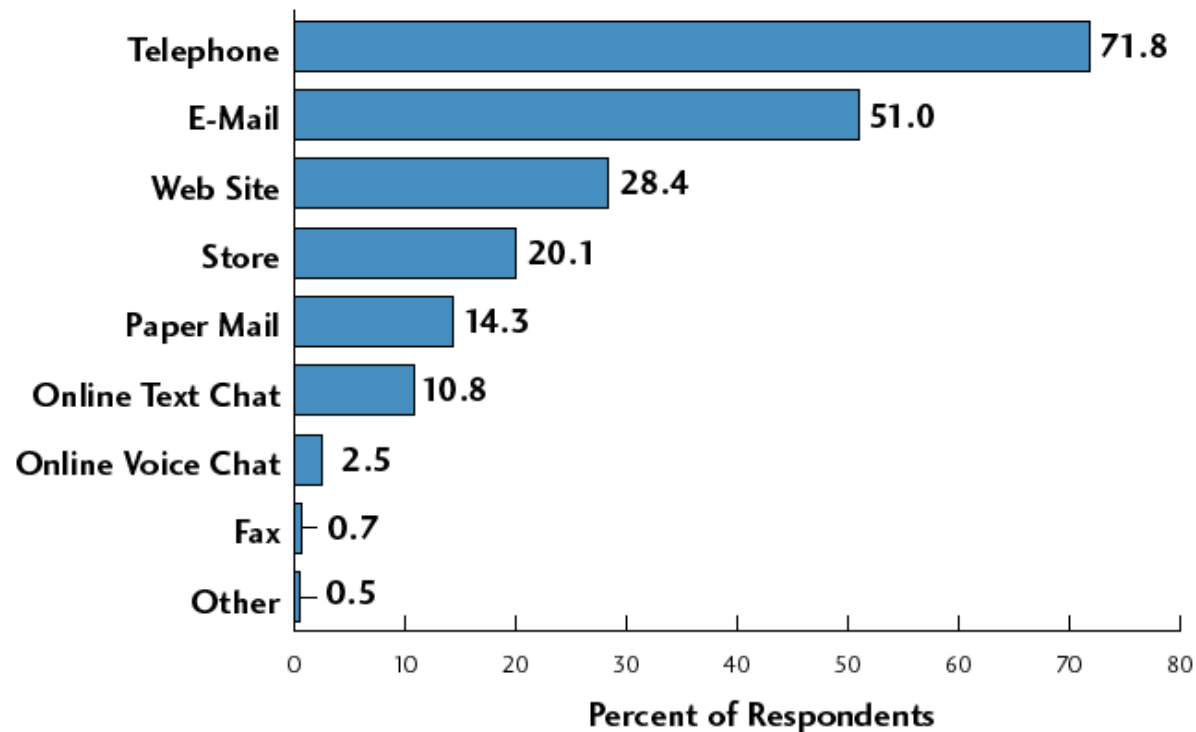
Source: Benchmark Portal, June 2005

A Day in the Life of the Contact Center



Consumers Still Prefer Telephone/Voice Interactions

Preferred Methods of Communications
for Customer Service



n = 1,501

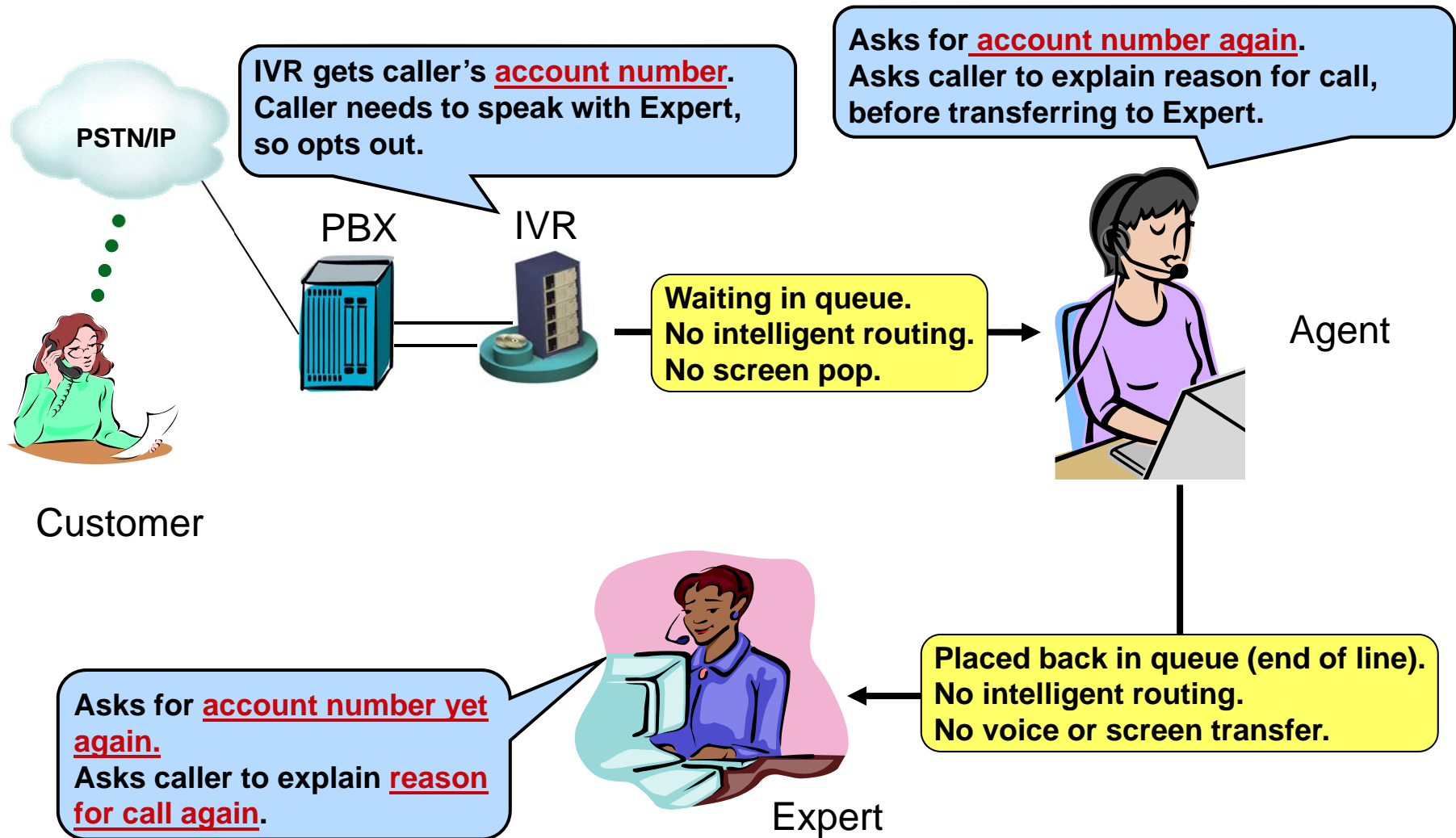
Source: Yankee Group, *Balancing Live Service and Self-Service in the Anywhere Enterprise*, September 2007

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What people don't like...

Reason	Percentage of Respondents
Long hold times	63%
Confusing automated menus	50%
Too long to answer	27%
Too many rep transfers	21%
System or agent did not have previously entered info	19%
Agent lack of knowledge about you	12%
Other	8%

Imagine This Caller Experience!!



If IVR is Poor: Impact on CTI & Routing

- Callers blame IVR for poor customer service
- Callers opt-out early, without providing IVR the correct data for Routing or CTI screen-pop
- Callers rarely give IVR a 2nd or 3rd chance
- They quickly figure out how to opt out and once they know, they do so repeatedly
 - Once damage is done, it's done. Get it right the first time!

If CTI & Routing are poor (or don't exist): Impacts IVR

- Callers *still blame* the IVR for poor customer service!
 - Not contact center technology (they don't know what that is)
- Lack of intelligent routing decreases, *Poor First Call Resolution*
- No screen-pop means **agents spend more time** re-collecting data already gathered in IVR
- Erodes *self-service automation* rates
 - Callers feel time spent in IVR was “wasted” and are less likely to use it in future
 - Once damage is done, it's done. **Get it right the first time!**

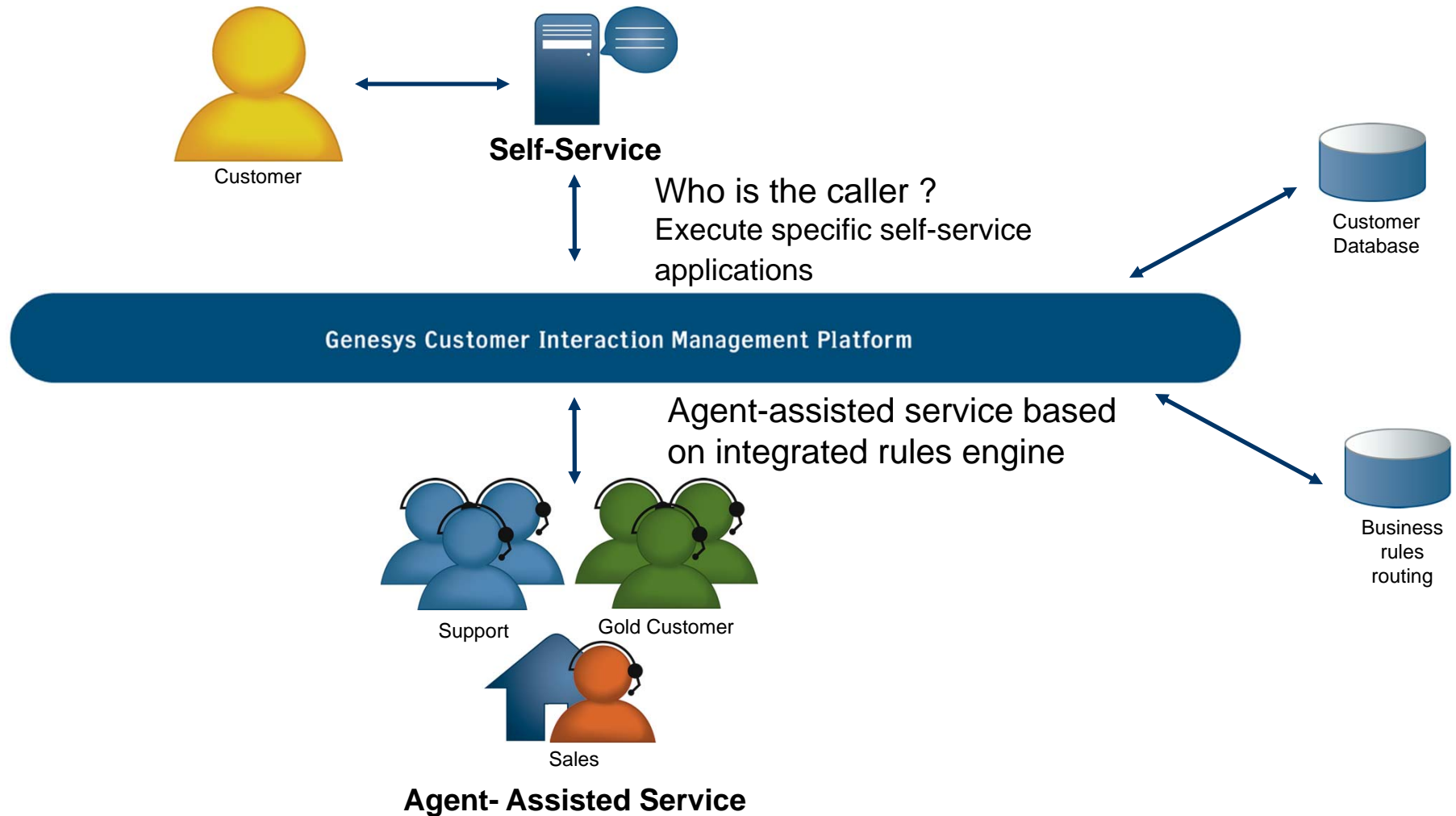


Sign up



upsell

Engage Callers with Integrated Self and Agent-Assisted Service



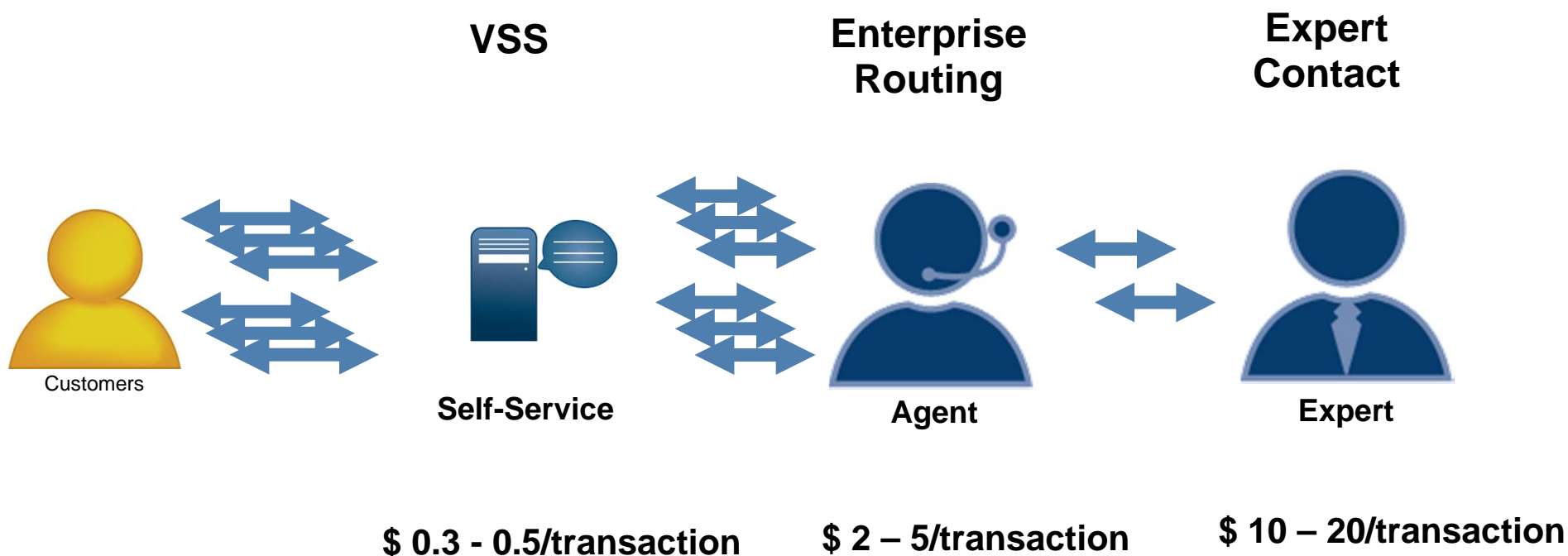
Blending Self & Agent-Assisted Service

Business Value



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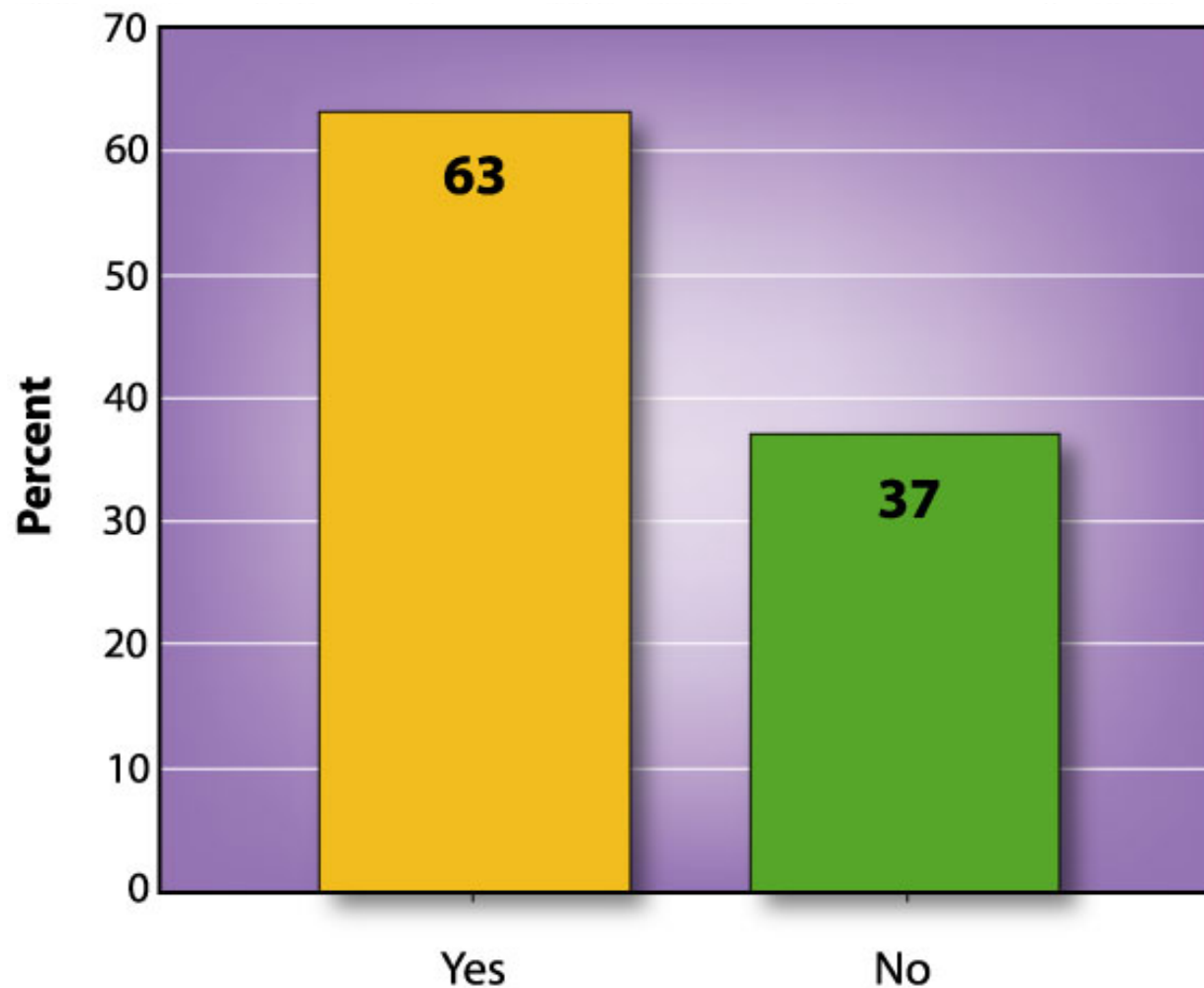
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Align services delivered with customer value & needs

1 misrouted call could equal 50+ self-service calls

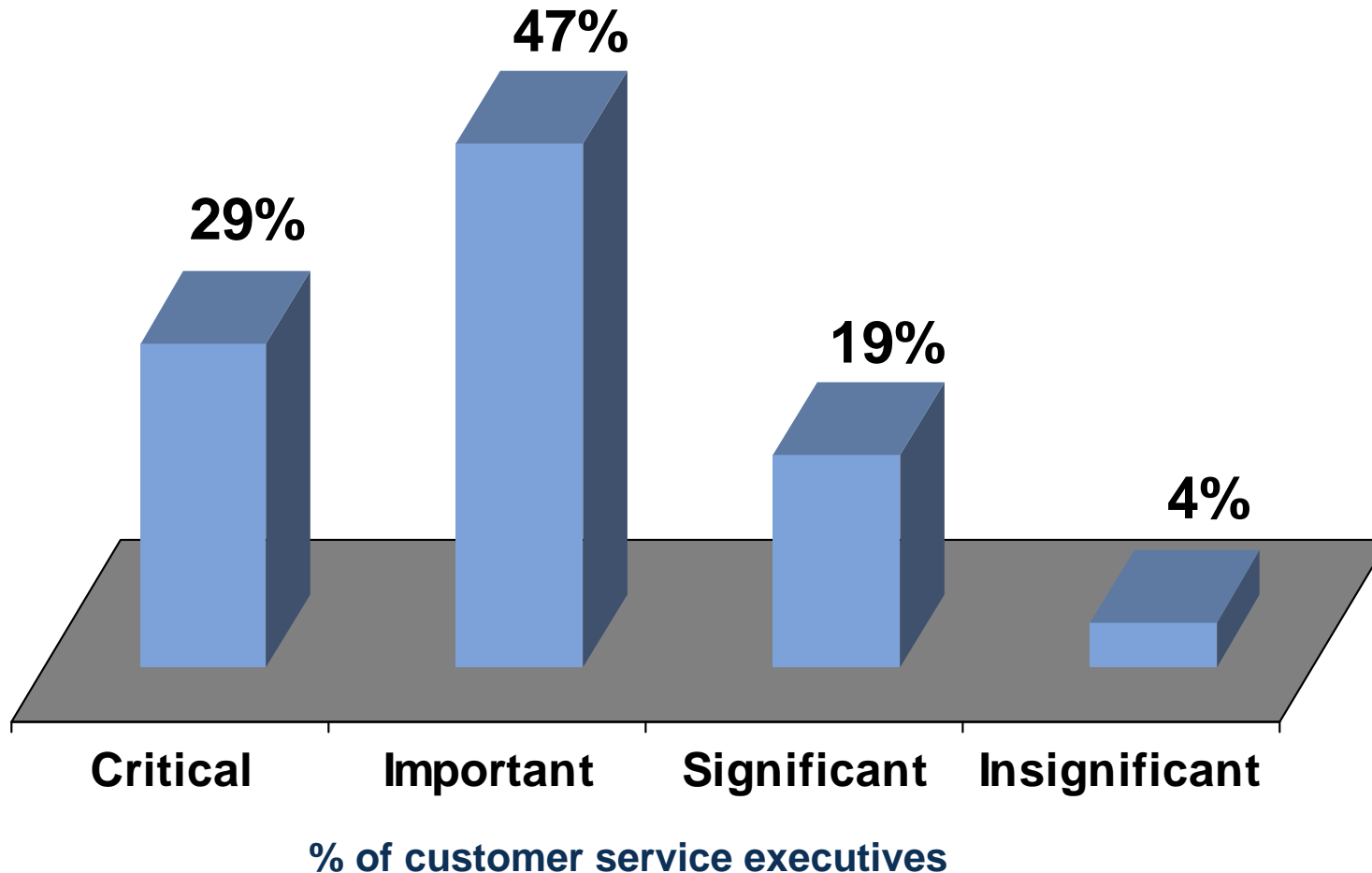
Impact of Caller Experience on Business



Source: Benchmark Portal, June 2005

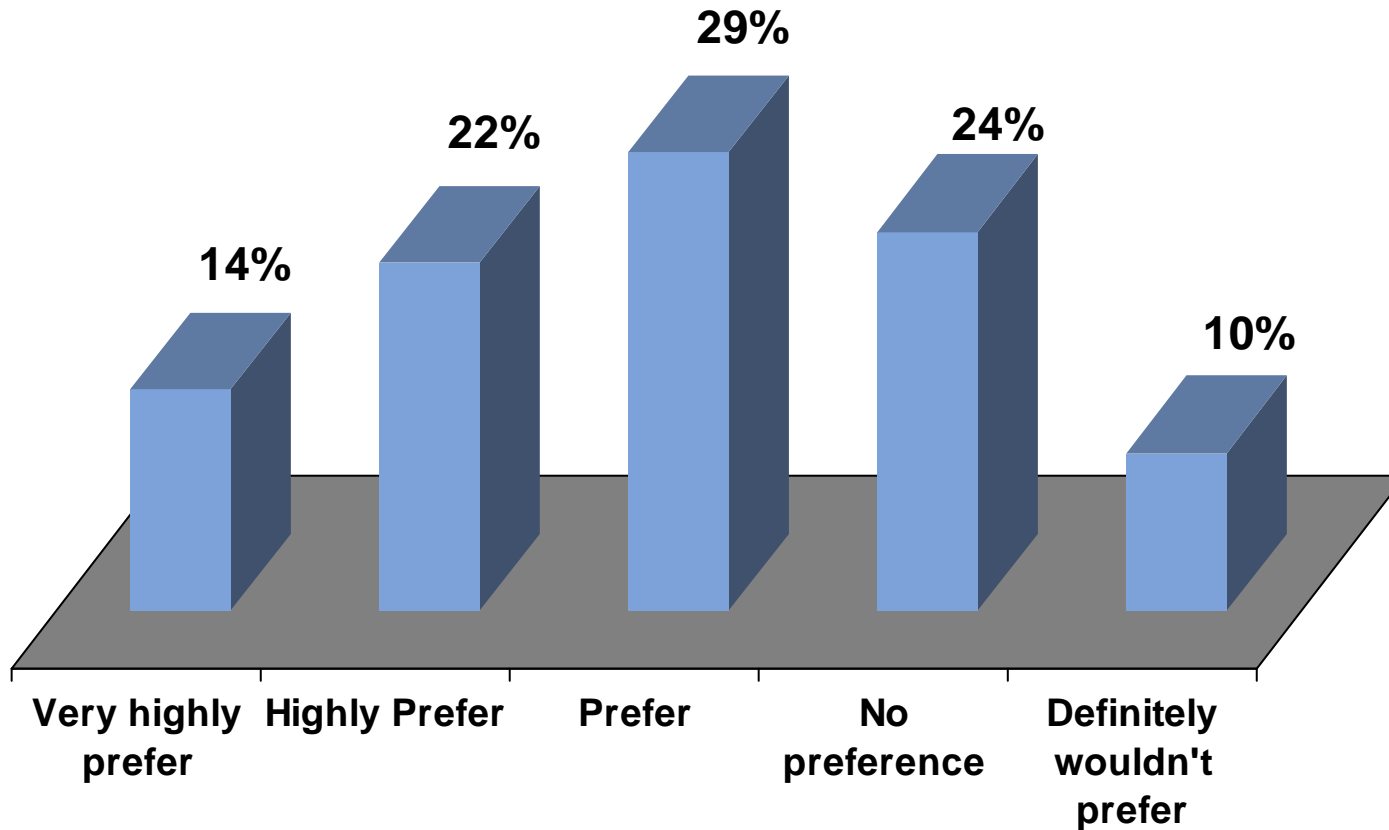
After Bad Experience, Would Stop Using Company in Future

Significance of Self-Service in Delivering Customer Satisfaction



Source: Benchmark Portal (June, 2005)

How Much Would you Prefer to Use Speech Rather than Touchtone IVR?



% of consumers who have used a speech application

Source: Benchmark Portal (June, 2005)

Speech Enhances Customer Experience

**90% feel
Speech adds
value.**

**85% of respondents
said Speech is easier
than DTMF.**

**66% of consumers
encounter Speech
regularly.**

Harris Study

A well-crafted speech app is like having your best CSR on duty 24/7

**Speech enhances customer experience and
increases consumer loyalty.**

This Data Implies the following:

- Majority of calls are for informational purposes
- There are significant opportunities for speech-enabled IVR to improve caller experience and reduce costs
- How an agent call is handled has a high impact in creating positive or negative company image and brand loyalty
- Speech-enabled IVR is an important channel to improve caller experience and reduce costs
- Using speech to gather information to assist agents allows you to get actionable data and your customers like it better!