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# How to Use NLU to Get Great CX!

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# Using NLU with REAL Clients

- Nuance, Omilia, and GDF
- IVR and Chatbot, SLM and fully conversational
- Entertainment, healthcare, financial services, cable/telecommunications, utilities

## Typical outcomes for our clients:

**2-5%**

Increase in **Self-Service/Containment**

**8-10%**

Improvement in **CSAT Scores**

**60-90 second**

Reduction in **AHT**

**5-10 point**

Reduction in **Customer Effort Scores**

# Your application is never “done”

- If you have conversational technology, you must have an IVR/chat program.
- Reporting to see/hear automated experience and agent experience. Link them.
- You will never think of everything a user will say/enter. Don't get hung up on it.
- You probably won't nail the prompts the first time. Don't get hung up on it.
- Listen to calls. Read real transcripts. You will find things that surprise you.
- Tinker, tinker, tinker. Iterate, iterate, iterate.



**Focus on ongoing improvement, not perfection.**

# Nailing Prompts (You Won't)

Get something out in front of users.

See how they react, adjust.

Use short, easy words.

Don't know what to say? WWAAD?

“How can I help you?” doesn't need examples.

Conversational means you can short-hand, don't get too short. Or too long.

Take into account the “newb” factor when writing prompts. Or don't.

You still have to pay attention to connotation. Maybe even more so.





# User management strategies

- “Go ahead and authenticate”
- People won’t always say what they mean.
- The caller who runs at the mouth
- Context-driven user input
- You can’t eliminate your directed dialogue experience...  
...but you can eliminate a lot of wrap-up menus and disambigs.
- Agent + call reason
- Confirming multi-slot responses
- Don’t be Clippy!





# Questions

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# Thank you

Let's do something great