



# Machine Over Human: Speech Applications Take Direct Response Orders

**Patrick Nguyen**  
CTO  
Voxify  
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## Agenda

- The impact of direct response on the contact center
- Using speech applications to take the order
- The “must-haves” for using speech applications for direct response
- Demo: “*Yes, I’d like to buy a camera*”
- Wrap-up



## Direct Response – The Phone is Still King

- Direct response captures consumers' attention with:
  - Traditional media ads – tv, radio, print, mail, etc.
  - Mobile ads
  - Audio ads
  - Interactive outbound calls
- The preferred response mechanism? The phone!

*Voice is ubiquitous, convenient, and more effective in closing the transaction*



## The Impact on the Contact Center

- Unpredictable call volumes
- Extreme spikes, short-lived campaigns
- Any-time-of-day calls
- Expensive training, staffing, and scheduling of live agents
- Longer hold times, more abandoned calls, lost revenue

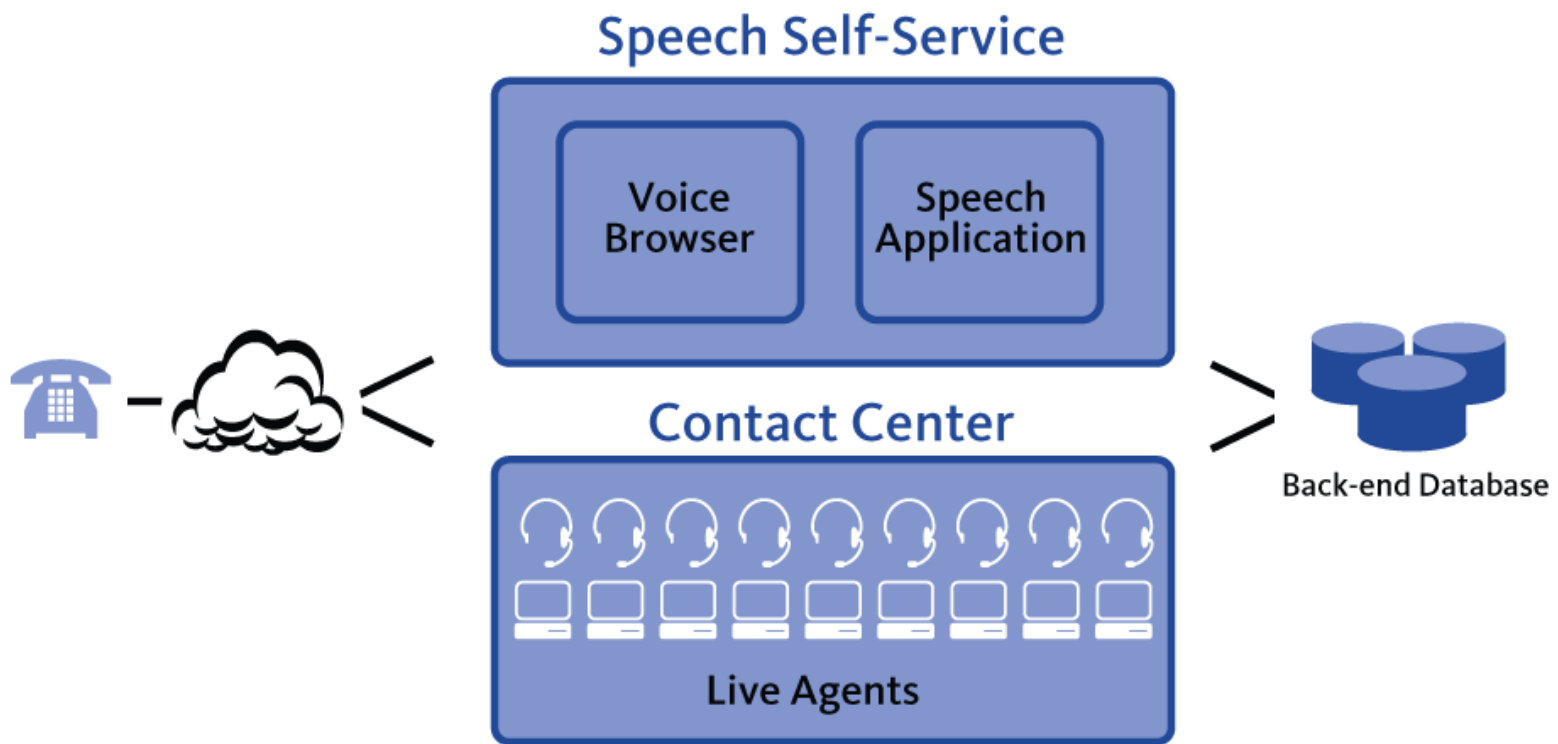
*Using live agents to answer direct response calls is often cost-prohibitive and impractical*

# Speech Applications vs. Humans

	Speech Applications	Live Agents
Supports unpredictable call volume	√	X
24x7 availability	√	X
Cost-effective	√	X
Supports multiple offers easily	√	X
Consistent, high quality	√	X

*Speech applications are much better suited than humans for direct response*

# Speech Application Architecture





## Not Just Any Speech Application Will Do

- It takes a sophisticated speech application with the following “must-haves”
  - **Capacity: Virtually unlimited**
  - **Flexibility: Highly dynamic**
  - **Usability: Naturally persuasive**

*The speech experience should be as good as, or better than, your best live agent*

## *Capacity* – Scaling the Tallest Peaks

- A hosted speech application offers:
  - Unlimited capacity
  - Continuous tuning
  - High level of security
  - No capital expense



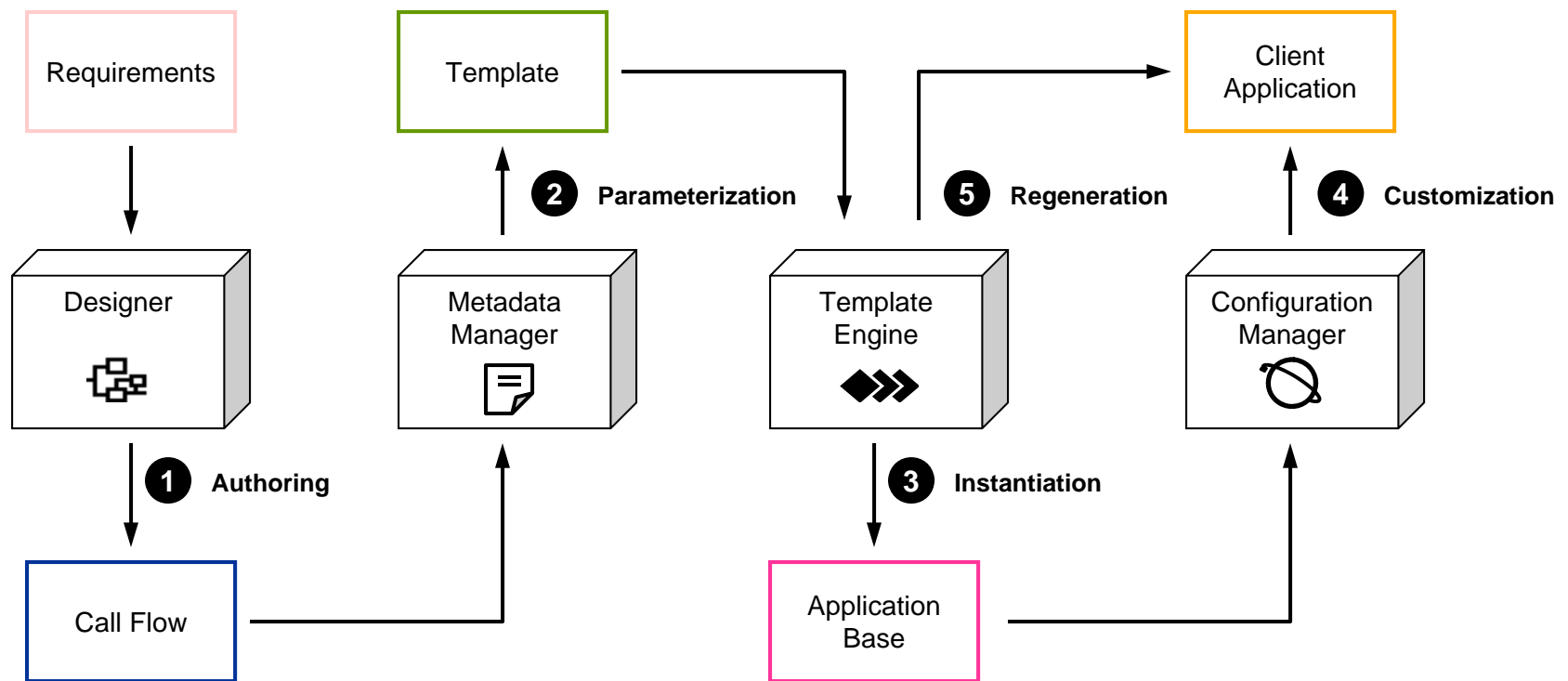




## ***Flexibility* – Enabling Dynamic Campaigns**

- Use templates:
  - Pre-built call flows with parameters
  - Flippable 'switches' that determine call flow
  - Rapid iterations of the speech application
  - Industry best practices

# Template Framework



# Template Instantiation

The image displays a sequence of four overlapping dialog boxes in a software application, illustrating the process of template instantiation. The dialog boxes are:

- Instantiate Person** (topmost, partially obscured)
- Instantiate Phone** (second from top)
- Instantiate LastName** (third from top)
- Instantiate Address** (bottommost, fully visible)

The **Instantiate Address** dialog box is titled "Address Configuration" and contains the following fields and options:

- Target Module:** A text input field containing `com.voxify.bec.hos.person.address` and a "Browse..." button.
- "Confirmation" Prompt Type:** Radio buttons for  Billing and  Same.
- Collection Options:**
  - Collect Phone Number/Targus Lookup
  - Apartment Collection:** A dropdown menu with the selected value "Don't collect if missing, don't confirm if existing (billing)".

At the bottom of the dialog, there are four buttons: "?", "< Back", "Next >", and "Finish" (highlighted in orange), and a "Cancel" button.

# The Usability Challenge: Print vs. Speech



AMAZING TUB SCRUBBER  
Scrub with Ease and Stay off your Knees!

**Tired of getting on your hands and knees to clean the bathtub or shower?**

Worried about ingesting those nasty chemicals at close range? Do you have lower back pain, arthritis or sore knees? Well suffer no more! Introducing the Amazing Tub Scrubber! The most effective way to clean a bathtub or shower without EVER having to bend over again! It's the ONLY cleaning tool that combines the power of a scrub brush with the ease and flexibility of a mop. Current TV has been tested and the roll-out begins in November! The brush is equipped with over 200 non-scratch bristles that virtually do the cleaning for you. The pivoting head allows you to get into tight corners and other hard to reach places in your bathroom. And the telescopic handle easily adjusts to any length, allowing you to quickly move from the tub, to the tile walls, to anywhere in your bathroom! And when you've finished scrubbing, don't struggle to rinse hard to reach areas. Simply turn the brush over and SQUEEGEE the dirty water away for a streak free shine...

**Print/Web Advertisement**  
([http://www.asontv.com/household/amazing-tub-scrubber.html?ref=sz&s\\_cid=28](http://www.asontv.com/household/amazing-tub-scrubber.html?ref=sz&s_cid=28))

*While print is passive, audio direct response actively drives prospects into the funnel*



## ***Usability* – Ensuring Higher Conversion Rates**

- A good voice user interface (VUI) is key:
  - Engaging personality
  - Efficient design
  - Flexibility using dynamic prompts
  - Convincing dialog with contextual responses and rebuttals

*The speech application represents your company's brand persona*

# The Unique Requirements for Interactive Outbound Calls

Timing	Call when customer is likely to be available
Expedience	Need to engage the customer immediately
Authentication	Verify that it's the intended recipient quickly
Customer information	Have data already about customer to improve efficiency
Voicemail detection	Ability to leave an appropriate message or call back

## Demo – Interactive Outbound Call

Outbound call from Bonus Buy Electronics notifying prospect of a price change on Sony Cybershot digital camera. Structure of direct response calls:

- Place outbound call during specified time of day
- Achieve “right party connect”
- Verify caller identity
- Offer purchase or reserve for in-store pick-up
- Make purchase with credit card on file
- Up-sell San Disk SD Card, \$19.99
- Give confirmation over phone and by email



## Highlights of the Demo

Timing	Bonus Buy calls in the evening as specified
Expedience	Quickly identifies who is calling and why
Authentication	Confirms person answering is Jacob Peters
Customer Information	Asks for zip code to verify address for purchase Makes purchase with credit card on file
Voicemail Detection	Not applicable in this case





## Conclusion

- Speech makes direct response viable and profitable
- Sophisticated speech applications offer unlimited capacity, extreme flexibility, and high usability

*Machine over human: speech takes direct response orders better than humans*



Thank You!

Patrick Nguyen  
[patrick.nguyen@voxify.com](mailto:patrick.nguyen@voxify.com)

[www.voxify.com](http://www.voxify.com)