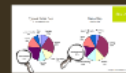




VoiceCRM

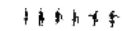
1 issue
1 good idea



Pains :(

timeless
hate typing
takes away family time

Next Steps



Thank you.

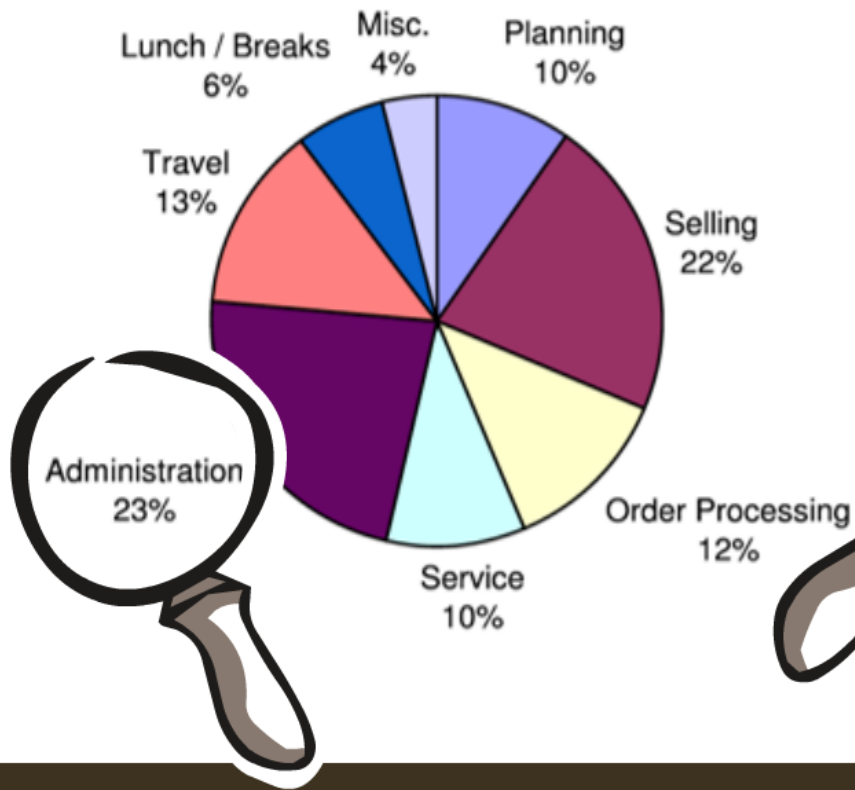
dawin®



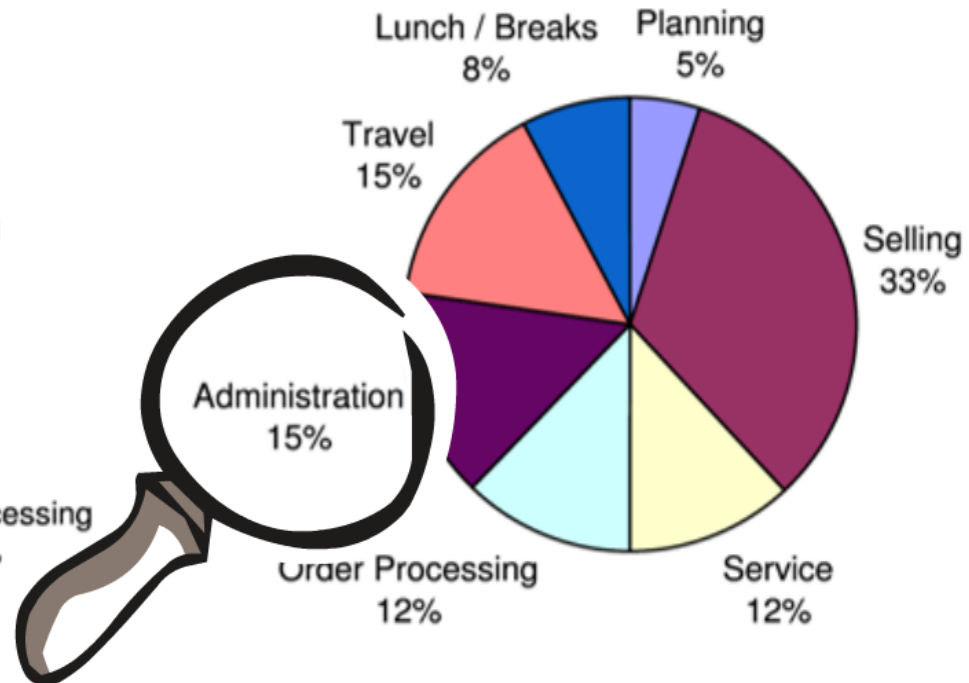
VoiceCRM

dawin®

Typical Sales Rep % of weekly hours



Sales Rep ideal profile



Pains :(

timeliness

hate typing

takes away family time

Specs

- telephony
- CRM backend
- structured data + free text
- company specific vocabulary

industry jargon
(sanitary sector)

product names

department/ division names

customers, contacts, places

industry jargon (sanitary sector)

product names

department/ division names

customers, contacts, places

Specs

- telephony
- CRM backend
- structured data + free text
- company specific vocabulary

industry jargon
(sanitary sector)

product names

department/ division names

customers, contacts, places

Architecture

- cloud-based VoiceXML architecture
- dialog modelled after existing forms
- audio recording fields, async transcription

1 issue

1 good idea



personally identifiable information

Bundesdatenschutzgesetz
Federal law on data protection

European Commission provisions on



its suppliers

their suppliers

the entire supplier chain

... mention our NoDrop coating
to his boss Mrs Unwin when
she's back from maternity
leave ... birthday party
yesterday ... same university as
him ... knows Jim from previous
job at Acme Corporation

personally identifiable information

Bundesdatenschutzgesetz

Federal law on data protection

imposes contractual provisions on

dawin®

imposes contractual provisions on

dawin®

its suppliers

their suppliers

imposes contractual provisions on

dawin®

its suppliers

their suppliers

imposes contractual provisions on

dawin®

its suppliers

their suppliers

the entire supplier chain

stringent requirement

C

v

nt

cloud services provider
EU standard contractual clauses



... mention our NoDrop coating
to his boss Mrs Unwin when
she's back from maternity
leave ... birthday party
yesterday ... same university as
him ... knows Jim from previous
job at Acme Corporation

1 issue

1 good idea

Specs

- telephony
- CRM backend
- structured data + free text
- company specific vocabulary

industry jargon
(sanitary sector)

product names

department/ division names

customers, contacts, places

dialogue design preferences

A vs B testing

additional benefits:
- no need to settle: whims, discussions
- shorten iterative cycle
- user involvement
- accompanies learning curve
- lesson: need location profiles
in-car / in-office

however,

- pilot

- user learning phase

=> breaks mental representation of dialogue capabilities

SO:
let users "vote with their feet"

Settings for :

Caller Identification	<input type="text"/>
Speech Synthesis Speed	<input type="text" value="medium"/>
Speech Synthesis Volume	<input type="text" value="standard"/>
Barge-in allowed? <i>No: When switched off, environmental noise and feedback from handsfree systems will not cause false recognitions.</i>	<input checked="" type="radio"/> yes <input type="radio"/> no
Use earcons? <i>No: No earcons used to signal conditions.</i>	<input type="radio"/> yes <input checked="" type="radio"/> no
Explicit confirmations? <i>No: Use the "Korrektur" command to initiate corrections.</i> <i>Yes: This is a useful option in noisy environments or for new users. In that case, the "Korrektur" command is disabled.</i>	<input type="radio"/> yes <input checked="" type="radio"/> no
Long prompts?	<input type="radio"/> long <input checked="" type="radio"/> short
End free text input with DTMF-keys only? <i>No: Use either DTMF-key or a speech command ('Diktat Ende', 'Diktat löschen', 'Diktat vorspielen').</i>	<input type="radio"/> yes <input checked="" type="radio"/> no
Location input: <i>1-step: Besuchsort und -strasse ? Hamburg Musterstrasse.</i> <i>2-steps: Besuchsort? Hamburg. Strasse? Musterstrasse.</i>	<input checked="" type="radio"/> 1-step <input type="radio"/> 2-steps
Reminder input: 1-step or 2-steps (only in 'Long Prompts' mode)? <i>1-step: Direct date input.</i> <i>2-steps: First ask if a reminder is needed (yes/no), only then date.</i>	<input checked="" type="radio"/> 1-step <input type="radio"/> 2-steps
Additional info: 1-step or 2-steps (only in 'Long Prompts' mode)? <i>1-step: Direct info type input.</i> <i>2-steps: First ask if a additional info is required (yes/no), only then type of info.</i>	<input checked="" type="radio"/> 1-step <input type="radio"/> 2-steps

Speech Synthesis volume

Barge-in allowed?

No: When switched off, environmental noise and feedback from handsfree systems will not cause false recognitions.

Use earcons?

No: No earcons used to signal conditions.

Explicit confirmations?

No: Use the "Korrektur" command to initiate corrections.

Yes: This is a useful option in noisy environments or for new users. In that case, the "Korrektur" command is disabled.

Long prompts?

End free text input with DTMF-keys only?

No: Use either DTMF-key or a speech command ('Diktat Ende', 'Diktat löschen', 'Diktat vorspielen').

End free text input with DTMF-Keys only:

No: Use either DTMF-key or a speech command ('Diktat Ende', 'Diktat löschen', 'Diktat vorspielen').

Location input:

1-step: Besuchsort und -strasse ? Hamburg Musterstrasse.

2-steps: Besuchsort? Hamburg. Strasse? Musterstrasse.

Reminder input: 1-step or 2-steps (only in 'Long Prompts' mode)?

1-step: Direct date input.

2-steps: First ask if a reminder is needed (yes/no), only then

Additional info: 1-step or 2-steps (only in 'Long Prompts' mode)?

1-step: Direct info type input.

Settings for :

Caller Identification	<input type="text"/>
Speech Synthesis Speed	<input type="text" value="medium"/>
Speech Synthesis Volume	<input type="text" value="standard"/>
Barge-in allowed? <i>No: When switched off, environmental noise and feedback from handsfree systems will not cause false recognitions.</i>	<input checked="" type="radio"/> yes <input type="radio"/> no
Use earcons? <i>No: No earcons used to signal conditions.</i>	<input type="radio"/> yes <input checked="" type="radio"/> no
Explicit confirmations? <i>No: Use the "Korrektur" command to initiate corrections.</i> <i>Yes: This is a useful option in noisy environments or for new users. In that case, the "Korrektur" command is disabled.</i>	<input type="radio"/> yes <input checked="" type="radio"/> no
Long prompts?	<input type="radio"/> long <input checked="" type="radio"/> short
End free text input with DTMF-keys only? <i>No: Use either DTMF-key or a speech command ('Diktat Ende', 'Diktat löschen', 'Diktat vorspielen').</i>	<input type="radio"/> yes <input checked="" type="radio"/> no
Location input: <i>1-step: Besuchsort und -strasse ? Hamburg Musterstrasse.</i> <i>2-steps: Besuchsort? Hamburg. Strasse? Musterstrasse.</i>	<input checked="" type="radio"/> 1-step <input type="radio"/> 2-steps
Reminder input: 1-step or 2-steps (only in 'Long Prompts' mode)? <i>1-step: Direct date input.</i> <i>2-steps: First ask if a reminder is needed (yes/no), only then date.</i>	<input checked="" type="radio"/> 1-step <input type="radio"/> 2-steps
Additional info: 1-step or 2-steps (only in 'Long Prompts' mode)? <i>1-step: Direct info type input.</i> <i>2-steps: First ask if a additional info is required (yes/no), only then type of info.</i>	<input checked="" type="radio"/> 1-step <input type="radio"/> 2-steps

additional benefits:

- no need to settle: whims, discussions
- shorten iterative cycle
- user involvement
- accompanies learning curve
- lesson: need :location profiles
in-car / in-office

Next Steps

