



# Reasons Why Agent-Assisted Speech IVR is Important to the Customer Experience

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## Client Base

**Automotive Clients**  
Serving 92% of the  
OEM market

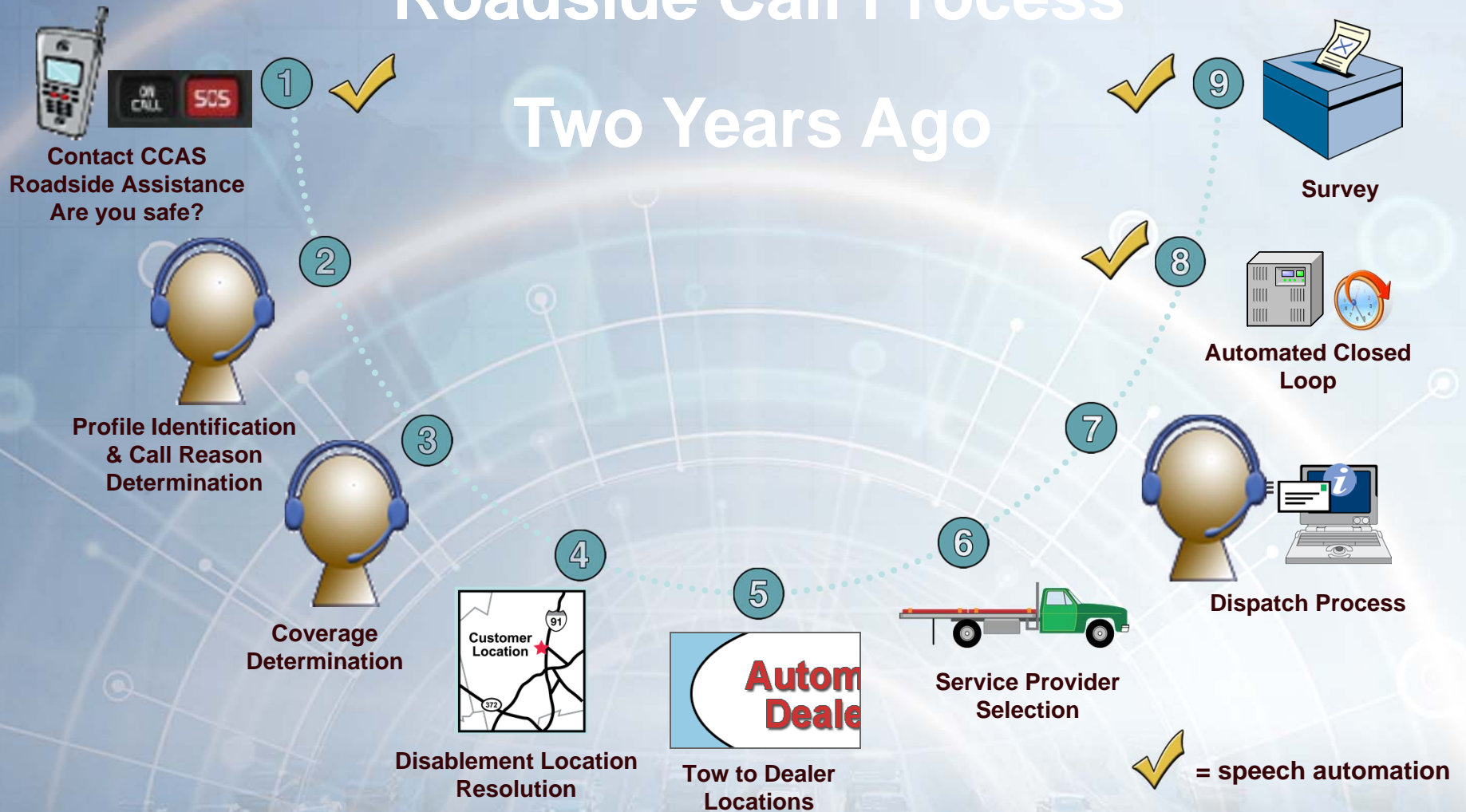
**Insurance Clients**  
Dominant provider of  
“Sign & Drive” RSA &  
Accident Scene  
Management

**Diversified Clients**  
Delivering varied auto club  
& revenue generating  
consumer programs

***Servicing 5.5 million events per year on behalf of 100 corporate clients & over 80 million customers***

# Roadside Call Process

## Two Years Ago

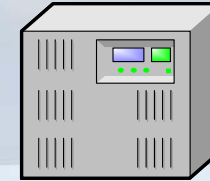




# Business Challenge

- **CCAS offers unique products to each client**
  - Tailored to client needs
  - Require repeatable accuracy for each customer interaction
- **Provide emergency roadside assistance calls**
  - Customer often under duress
  - Potential unsafe conditions or in an unknown location
- **Optimize customer's experience while:**
  - Providing quick response times
  - Ensuring strong data integrity
  - Lowering operational costs
  - Ensuring contractual obligations with clients are met

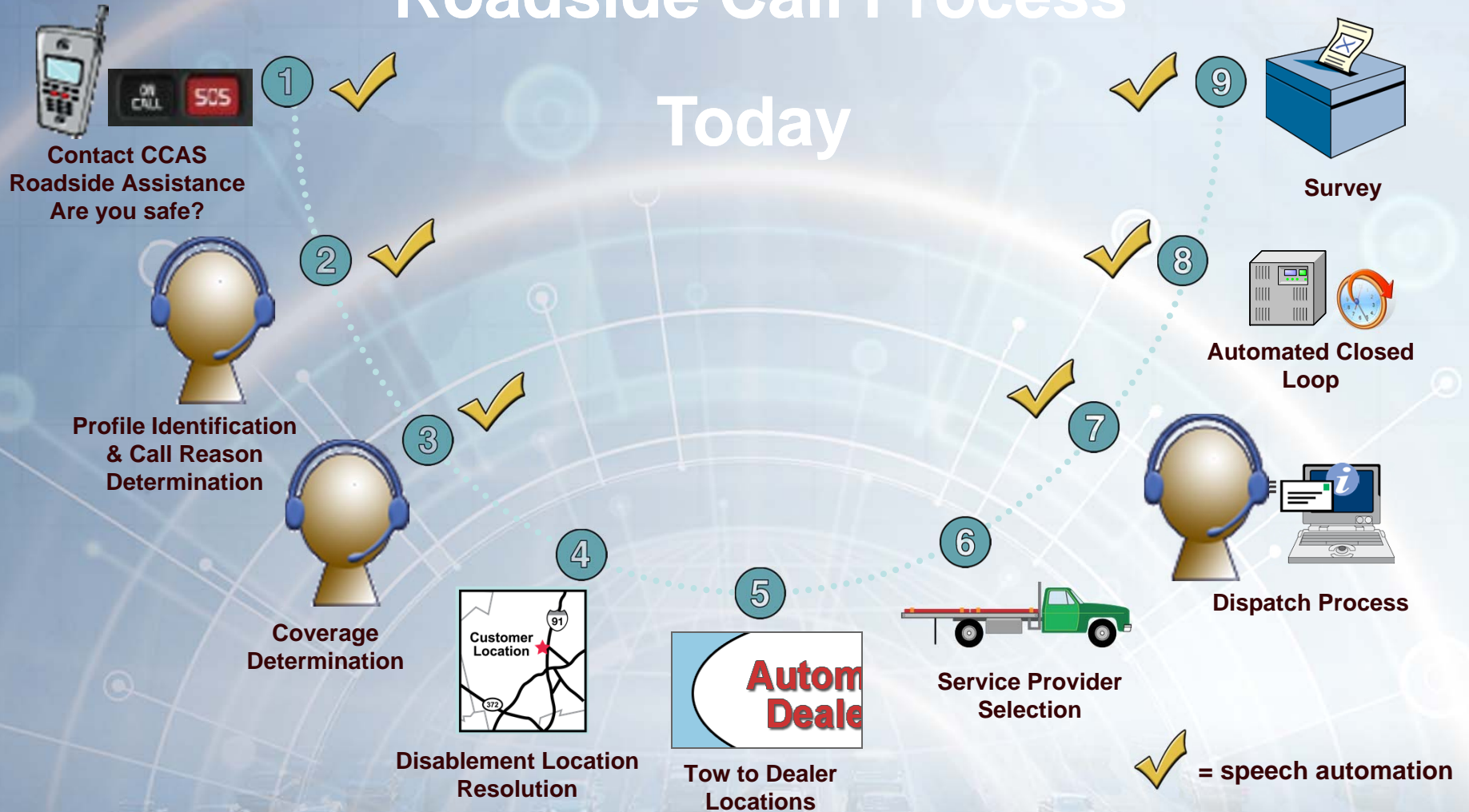
# Automated Speech



- **Created a Center of Excellence around speech automation**
  - World class technology
  - Extensive grammars
  - Don't lock customer in
  - Allow customer to move through quickly
  - Leverage directed dialogs
- **IVR speech automation capture integrated with CTI screen pop**
- **Emergency calls identified & prioritized**
- **Allows agent focus on CSI not data collection**
- **Data captured by automated speech IVR includes:**
  - Safety (911)
  - Home Phone Number
  - Last 8 of VIN
  - Customer Profile Validation
  - Disablement Location
    - At home?
  - Mileage
  - Disablement Reason

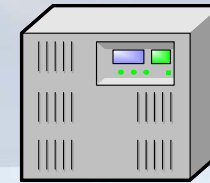
# Roadside Call Process

## Today





# Automated Speech



- **Low Complexity Data**
  - **Safety (100% success)**
  - **Phone Number (79% success)**
  - **Customer Profile (52% success)**
  - **Vehicle's Mileage (65% success)**
- **High Complexity Data**
  - **Disablement Reason (54% success)**
    - works well by leveraging Directed Dialog
  - **Disablement Location**
  - **Dealer/Repair Facility Selection**
    - Particularly difficult if customer unfamiliar with local area

# Roadside Call Process Tomorrow





# Automated Speech - Conclusions

- **Capture high complexity data elements**
  - Agent can interpret and capture complex responses silently
- **Interpret customer responses when technology fails or isn't tuned for specific scenario**
  - Avoiding asking the same questions repeatedly
  - Customer is providing data but difficult to interpret/collect
- **Enable agents to assist multiple customers simultaneously**
- **Provide best possible customer experience**
  - Knowing when customer is frustrated and passing to an agent
  - Adjusting the VUI to customer (faster/slower, provide examples or not)
  - Minimizing time to resolve request
- **Agent-assisted IVR is key to the successful evolution of automated customer experiences**