



## Capturing customer feedback for a sophisticated Speech Recognition application

### Background

The Bank recognise the cost and service advantages of well designed speech recognition applications and were keen to find out what their customers think of their automated Speech based banking service. ICR were already a supplier of bespoke IVR applications to the bank who were aware of our successful track record in providing IVR surveys for other customers. The Bank's IVR Experience team therefore approached ICR to find out if we could help them capture a large volume of customer feedback on their Speech Recognition application.

### The Automated Outbound Survey

Initial discussions discovered that asking the customer to take part in a survey following an interaction with the Speech Recognition application wouldn't be practical and wouldn't capture feedback from a representative sample. ICR came up with the innovative solution of using an automated outbound IVR survey application which would avoid these issues.

Working with the bank ICR designed, built and hosted the application. The deployment also took into account other factors such as data protection and adherence to Ofcom's automated outbound dialling guidelines. The Bank's Speech Recognition application was amended so that following ID&V callers were

A series of case studies that demonstrate ICR's unique approach to problem solving and enhancing the operations of the country's leading customer-focused businesses.

← Major High Street Bank

asked if they would agree to being called back and were then asked to provide a number to be called on.

The list of customer telephone numbers were securely provided to ICR and the automated outbound application called them, clarified that the person who answered the call was the correct person and then took the customer through the survey, capturing keypad and free speech input.

The survey results and statistics were provided to the bank by secure means on a daily basis for the duration of the campaign.

### The results

When the month long campaign had finished over two thousand surveys had been presented to the bank.

The initiative was invaluable in helping the bank understand how well the Speech Recognition application is being received by customers. Overall the feedback was very positive: 89% of people said that on the basis of that day's experience they would use the application again, 86% said they felt confident using the application and 92% said the application was better or at least as good as others they had used. But in addition to confirming the success of the application the customer feedback has provided the bank with some great ideas for improving the application to make it even more effective.

"The project experience has been very smooth and made easier by ICR's expertise, hand-holding and flexibility throughout..."



### ICR Speech Solutions & Services Ltd

The Engine House  
Ashley Lane  
Saltaire  
West Yorkshire  
BD17 7DB

T (0)1274 821111

F (0)1274 821177

www.icr3s.co.uk

E info@icr3s.co.uk



A series of case studies that demonstrate ICR's unique approach to problem solving and enhancing the operations of the country's leading customer-focused businesses.

← Major High Street Bank

## Capturing customer feedback for a sophisticated Speech Recognition application

### Customer Quotes

#### Senior IVR Experience Analyst

We had been looking for a solution to capture customer feedback on the speech application for some time and the system proposed and delivered by ICR has been ideal. It's been a very successful project and we are delighted with the results and ideas it has generated.

The combination of the outbound process and asking callers to agree to take part before they actually used the speech application removed participation bias, and meant we captured feedback from all caller types. We were even able to capture feedback from customers transferred to an agent to complete their call which wouldn't have been possible if we had conducted the survey at the time they were using the Speech application.

The flexibility of the solution means we can switch it on and off when we want in the future for further campaigns so we can assess the impact on service when changes are made to the speech application.

The project experience has been very smooth and made easier by ICR's expertise, hand-holding and flexibility throughout the project.

#### Head of Telephony Development

The customer feedback gained from the project supports the confidence we had in our customer's ability and willingness to use the Speech Application and we have been able to spread the message of success throughout the organisation.

What's also important is that the feedback supports other positive post-implementation indicators of success since the application's deployment.

In addition, the patterns in customer responses have helped us identify low-cost improvements which can be made very easily and which will give further cost savings and provide an improved service to our customers. It's been a very successful and worthwhile project.

"The project experience has been very smooth and made easier by ICR's expertise, hand-holding and flexibility throughout..."



#### ICR Speech Solutions & Services Ltd

The Engine House  
Ashley Lane  
Saltaire

West Yorkshire  
BD17 7DB

T (0)1274 821111

F (0)1274 821177

www.icr3s.co.uk

E info@icr3s.co.uk