



Usability Studies for the Optimisation of IVR and Speech Solutions

produced by
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1 Introduction

1.1 ICR's experience in optimising performance and usability of applications is of great benefit for both new and existing deployments.

Organisations have implemented IVR and Speech Systems utilising differing methods and in timescales required to meet critical business needs. The requirement for a rapid delivery can sometimes be at the expense of careful and considered solution design in terms of applications, systems and overall strategy. For this reason ICR Speech Solutions (ICR) has designed a number of services for improving IVR and speech recognition systems.

1.2 The scope of this document is to illustrate these services at a high level and provide companies with an insight into some of the areas which need to be considered when designing and implementing an IVR and Speech Solution. Utilising ICR's expertise in this area can ensure optimisation of the following performance indicators.

1. Customer service
2. Call completion rates
3. Cost reduction
4. Revenue generation

2 About ICR Speech Solutions

2.1 ICR Speech Solutions (ICR) is **independent** from the vendors of IVR and speech technologies. We are therefore in an ideal position to provide expert and independent advice to companies for solution optimisation from an objective view-point.

2.2 These services include the following:

1. Expert Review
2. Application Re-design
3. In-depth Usability Study
4. Strategic Business Investigation
5. Vendor Selection and Procurement

3 Expert Review

3.1 This study involves expert ICR IVR and Speech consultant/s investigating existing systems or proposed solutions and making recommendations for improvements and optimisation.

3.2 Investigative tasks which may be involved in this type of study include the analysis of the following:

1. Business objectives
2. Caller objectives
3. Are 1&2 compatible?
4. Caller profiles
5. Call flow and menu structure and their ability to meet business and caller objectives.
6. Prompts / scripts and their suitability for business and caller objectives.
7. Existing Management Information to identify problem areas for callers
8. Management Information structure
9. IVR caller / agent caller interaction.
10. Brand utilisation and consistency across multiple channels
 - Agents
 - IVR
 - Web
 - Paper based promotional activity.
11. Cost to the business of caller drop out in terms of agent usage and customer service.

3.3 The Study will then provide recommendations to achieve greater customer satisfaction, caller success rates and reduce costs through the following mechanisms:

1. Improved Call flow
2. Improved Prompts / Scripts
3. Recommendations for additional Management Information and how it can be used.
4. Development of a system to effectively handle multiple customer profiles
5. Consistency of branding

3.4 Deliverables

3.4.1 A comprehensive report containing documented information gathered during the analysis phase and recommendations for system improvement.

Application Re - design

- 3.5 In addition to the study outlined in section 3 ICR is pleased to work with its clients to help re-design the application's structure and scripts following the recommendations which have been made. This is an additional assignment to the work described in sections 3.2 and 3.3.

4 In-depth Usability Study

- 4.1 The in-depth usability study takes the expert review a few steps further with the addition of techniques which utilise pilot studies and feedback from caller groups. This study provides excellent information on which to base the final design of IVR and speech applications because real people's experiences are used as the foundation for application design and tuning prior to full launch. This study includes those tasks set out in section 3.2 and the additional work listed below.

1. Design, build and launch pilot applications - optional
2. Organisation and utilisation of caller groups to test the system and provide structured documented feedback of their experience. Caller groups may be members of the general public or an organisation's own employees
3. Analysis of the feedback given by caller groups
4. Analysis of Management Information
5. Application tuning
6. Full launch
7. Further monitoring and tuning

5 Strategic Business Investigation

- 5.1 ICR provides this service to help companies understand what can be achieved with IVR and Speech solutions within their organisation from the following perspectives:

1. Reducing costs
2. Improving customer satisfaction
3. Revenue generation.

- 5.2 This service is utilised by companies which are taking their first steps into the world of IVR and Speech Recognition, **and** companies which have had exposure to these systems and are interested in extending their use.

- 5.3 The benefits this brings can be significant for the following reasons.

1. Applications are not designed and implemented in an ad hoc manner.
2. Quick wins can be identified which may not be apparent to the organisation.
3. Economies of scale can be gained through interconnected implementations
4. Opportunities are not missed in areas of the business where beneficial use of these systems is not obvious.

6 Procurement and Vendor Selection

- 6.1 Having provided business investigation and in many circumstances help with more detailed requirements, ICR, from its **independent** and expert position is well placed to guide companies through the vendor selection and procurement process. We have detailed knowledge of the technology available and can therefore invite relevant players to the tender process and avoid wasted time with companies who may not be relevant due to factors such as, functionality, price, resilience and ability to serve.

7 Contact Details

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