FREQUENTLY ASKED QUESTIONS ON
CONTACT CENTER AUTOMATION

SUMMARY

Uniphore Software Systems, a pioneer in providing voice-based mobility solutions has integrated its 'Contact Center Automation' solutions to help enterprises reduce operational costs and improve customer satisfaction. Uniphore's Contact center automation uses speech recognition technologies to deliver automated voice information to customers, obtain & recognize their feedback, and provide them subsequent point of action. This white paper outlines the frequently asked questions related to contact center automation, its credibility, enrollment, sample use cases, and more to give a fair understanding on contact center automation solutions.

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GET STARTED WITH
CONTACT CENTER AUTOMATION

What is contact center automation?

Contact center automation is automating customer-contact center communication through advanced speech recognition technologies to reduce costs incurred by enterprises in employing and managing human resources.

How does contact center automation differ from IVR?

IVR (Interactive Voice Response) is a technology that allows computer to interact with humans through DTMF tones input via keypad. Typically IVR is used to service high call volumes, reduce cost and improve the customer experience. Contact center automation differs from typical IVR by taking customers voice as input and recognizes customers' voice feedback to allow them for subsequent point-of-action. It uses intelligent speech recognition technologies to engage the customer in a two-way conversation and provide user-friendly experience to customers. It is also more secured than IVR by eliminating key-in PIN authentication process with secured voice biometrics for customer verification.

How does contact center automation help enterprises?

Providing quality customer service through a contact center often requires an enterprise to invest vast sums in their customer-facing human resources. They must hire and train enough staff to service customer inquiries in a timely and effective manner. This challenge is particularly daunting in a country like India, where a diverse customer base requires service in many different languages. Enterprises have no choice but to undertake these challenges and costs, as the contact center is critical to attracting new customers and retaining current ones.

Contact Center Automation solution enables enterprises to maintain high quality customer service while reducing the expensive human resources required for meeting this goal.
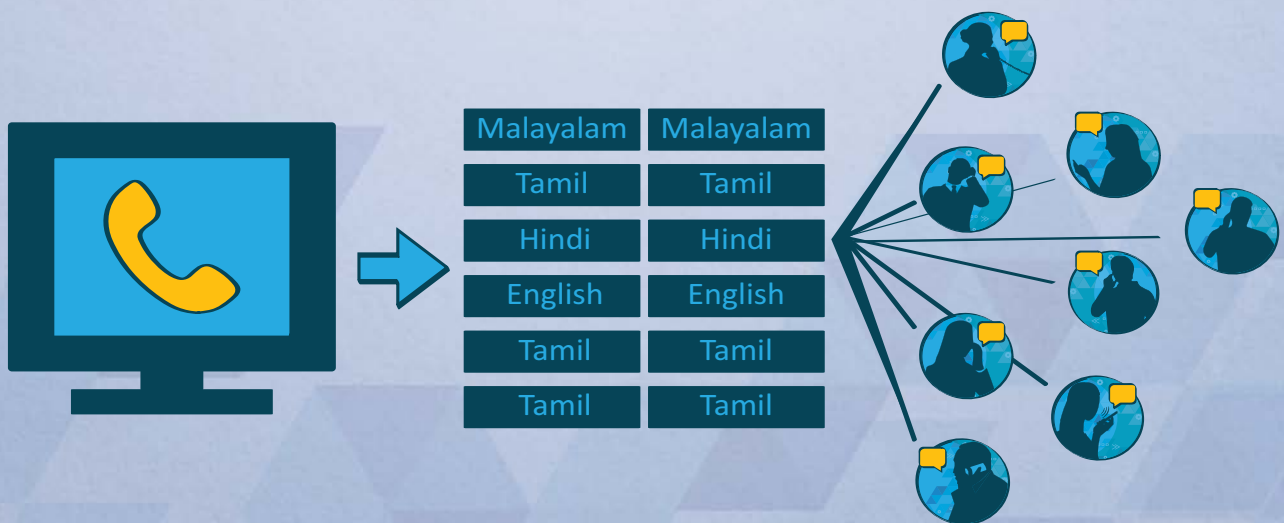
What are the challenges & opportunities that push enterprises to take move on contact center automation?

• Contact centers are viewed as cost centers – reducing operations cost is a biggest challenge?

• 15% to 45% of calls handled are of the same nature and can possibly be automated but for the different languages and dialects that customers use when they call.

• Research shows that companies spend up to $15,000 to add a new call center agent to their staff with an average retention of 6 months and a 40 percent annual churn.

• The global cost of fraud and identify theft is now estimated to be over $200 billion per year

• Customer expectations are reshaped by faster response over social media, and they demand better service through contact centers:

  » Lower "Average Speed of Answer (ASA)"

  » Better "Average Call Handling Time (AHT)"

  » Better "First Call Resolution (FCR)"

SPEECH RECOGNITION ///

What is Speech recognition?

Speech Recognition is the ability of a program to understand and carry out spoken commands. The speech recognition enables natural, human-like conversations and satisfying interactions. It automates a vast amount of communication through targeted dialogic workflows.
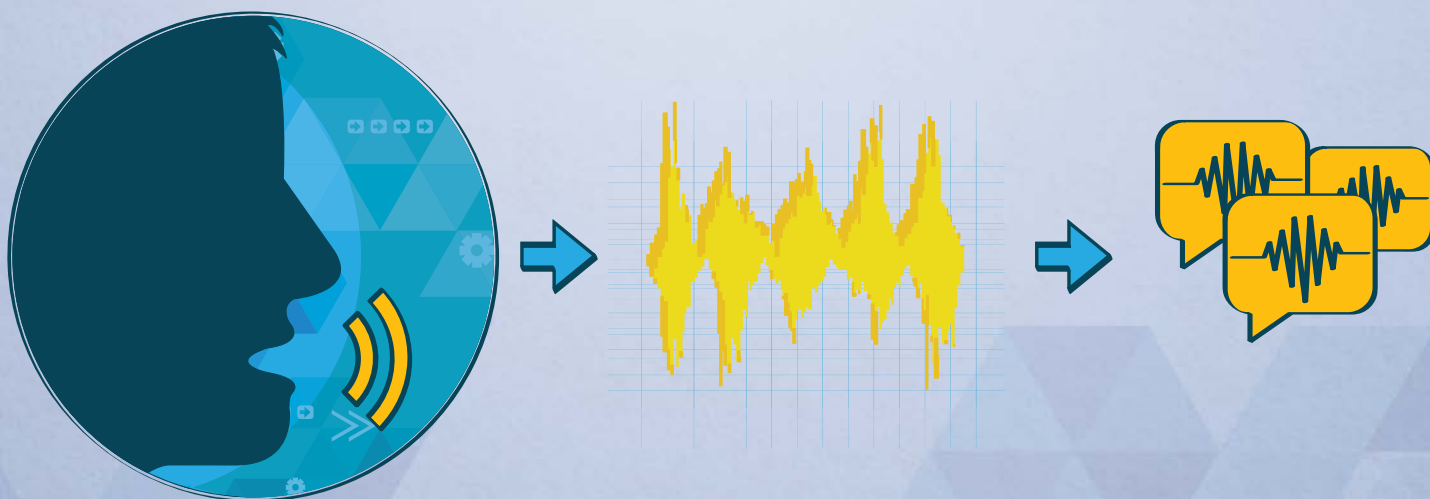
How does Speech recognition work?

Speech recognition solutions use the human voice as the main interface between the user and the computer. While relatively simple to use, speech recognition software is a highly sophisticated technology that leverages "language modeling" to recognize and differentiate among the millions of human utterances that make up any language. Using statistical models, speech recognition programs analyze an incoming stream of sound and interpret those sounds as commands and dictation. This process of interpretation is called speech recognition, and its success is measured by the percentage of correct interpretations.

Speech recognition solution creates a voice profile for each user of the system that contains information about the unique characteristics of each person's voice along with a customized set of words, known as a vocabulary, and user specific information including software settings and personalized macros. When the users create and train their user profile, they start with a standard set of models and then customize them for the way they speak (acoustic model) and the way they use words (vocabulary and associated language model). This approach accommodates users with varying accents and speech patterns. The software employs the customized user profile to guess the words spoken. Every time an individual uses the software and corrects his recognition errors, the software updates his user profile to enable better recognition accuracy over time.

In most cases, speech recognition is used in conjunction with other input devices including keyboards and mice. However, users can leverage speech recognition to control 100 percent of their computing environment, making this technology ideal for employees with physical challenges, repetitive strain injuries or other reasons to operate information systems completely hands-free.

What are the benefits associated with speech recognition for a contact center?

These are the benefits associated with using speech recognition in a contact center:

SAVE MONEY BY AUTOMATING CALLS

Speech-enabled self-service systems can answer inquiries, take orders and collect payments—saving you money by handling repetitive tasks. Also, speech recognition automates what touchtone can't.

• Collecting names and addresses.

• Avoiding long lists of options.

• Handling hands-free callers.

• You can save your service representatives for customers who actually do need to talk to someone live

UNDERSTAND WHAT CALLERS MEAN

People say funny things when they're talking to a speech system. They forget it's not a person on the other end. They don't always answer the question you ask them. Using speech recognition interprets the caller's command and provides response with high-levels of accuracy.

ANALYZE YOUR PERFORMANCE

Using the reports generated through the speech recognition software, you can analyse and monitor the performance and it will help you get the most out of your deployment.

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VOICENET

What is Uniphore's contact center automation platform?

VoiceNet is Uniphore's speech-based contact center automation platform – leverages multilingual Speech Recognition and Voice Biometrics to automate customer acquisition and servicing processes for enterprise across industries.
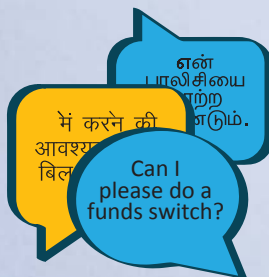
What are the different components of VoiceNet?

VoiceNet broadly comprises of two components:

VOICE BIOMETRICS

Capitalizing on the unique voice characteristics of every individual in order to enable remote customer authentication.

MULTILINGUAL SPEECH RECOGNITION

Automating outbound and inbound customer communication in 20 global languages and 100+ dialects.

What are the key features of VoiceNet?

Seamless integration into existing IT infrastructure, such as CRM & ERP systems.

Cloud-based deployment: Availing a pay-as-you-grow service.

Deployable across all mobile platforms and devices: Voice applications are usable on any interface, from the most basic mobile phone to a sophisticated Android device

What are benefits associated with using VoiceNet in contact centers?

Reduce human resource costs through voice-based automation of inbound and outbound communications.

Increased security by using a high security voice authentication system, replacing low security PINs or personal questions.

Enhance customer satisfaction through personalized alerts, keeping customers actively engaged with your business.

Increased revenue generation opportunities, through timely, targeted, and personalized outbound communications for upselling.

Enhanced business decision-making through increased accuracy in data collection.

CREDIBILITY ///

How is it secure to use automation solutions in a contact center?

In highly secured contact centers where the customer response needs to be confidential, our solution enables customers to avoid agent-assisted personal questions or low-security PINs as a method of authentication. Instead, the caller verifies their identity using Voice Biometrics, using their voice as a unique identifier. Contact centers can achieve 100% accuracy in providing secure access when they implement voice biometrics as their authentication mode.

Can speech recognition capture content that are not English?

Yes, Uniphore's contact center automation solution uses multi-lingual speech recognition which enables automation in both inbound and outbound customer communication over 20 global languages and 100+ dialects.

SAMPLE USE CASES ///

What are the ways to enroll VoiceNet in an organization?

VoiceNet – Uniphore's contact center automation solution is enrolled in organizations in 2 modes:

OUTBOUND COMMUNICATION

- VoiceNet automatically calls out to customers to perform regular, routine, and compliance related calls

- The solution engages customers in human-like conversation to capture their updates and details.

- This information is automatically input to the customer management database on the backend.

- VoiceNet then asks the customer if they require any additional services or support, understands their response, and re-routes them to the company's sales function.

INBOUND COMMUNICATION

• When the customer calls the contact center, rather than speaking directly to an agent, customer is asked to authenticate his/her identity using Voice Biometrics.

• Once verified, the customer tells VoiceNet the name of the service she would like to avail, such as 'make a payment' or 'change my data policy.'

• VoiceNet proceeds to automatically service the customer, or refers him/her to a human agent for more intimate handling.

DIFFERENTIATORS

What are the languages your contact center automation solution supports?

Our contact center automation solution supports 20 global languages and over 100 dialects. Some of the languages we support are English, Hindi, Tamil, Telugu, Arabic, Filipino and so on.

Can I get a demo of the solution?

Yes, Uniphore can provide free demo on request, please send your request to info@uniphore.com

What are your key differentiators?

There are many contact center automation solutions available in the market. Uniphore has the key advantage over rivals through the implementation of voice biometrics to authenticate the customers and using multi-lingual speech recognition to support over 20 global languages and 100+ dialects. These unique features allow our customers to automate both the inbound and outbound communication which in turn saves time and cost spent on overheads in attending frequent query calls.

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How user-friendly are your solutions to end consumers?

Our contact center automation solutions are most effective user-friendly solutions available in the market. With our multi-lingual speech recognition solution in place, customers can have natural, human like conversations with IVR in their native language and obtain the relevant details they seek from the contact center faster and easier. As our solution automates the customer authentication through voice print, it eliminates hassles to remember junky passwords and pin numbers. This again adds value and comfort for the customers to jump-in and jump-out in just seconds as they value time as money.

> As our solution automates the customer authentication through voice print, it eliminates hassles to remember junky passwords and pin numbers

Do I need to talk in a monotone voice at a slow pace for the system to understand me?

No. Speak at your normal pace without slowing down. Your accuracy will actually be best if you speak in long, well-enunciated phrases or sentences. Speaking slowly and deliberately, in short phrases or single words can actually result in more recognition errors. Longer phrases provide more contexts, which helps our solution recognize individual words.

In general conversations, many people may mumble, slur their words, or leave words out altogether. They assume, usually correctly, that their listeners will be able to fill in the gaps. Unfortunately, computers won't understand mumbled speech or missing words. They only understand what was actually spoken and don't know enough to fill in the gaps by guessing what was meant.

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Is talking to a computer the same as talking to a person?

No. What the computer does when it listens to speech is different from what a person does. Understanding spoken language is something that people often take for granted. Most of us develop the ability to recognize speech when we're very young. We're already experts at speech recognition by the age of three or so.

The first challenge in speech recognition is to identify what is speech and what is just noise. People can filter out noise fairly easily, which lets us talk to each other almost anywhere. We have conversations in busy train stations, across the dance floor, and in crowded restaurants. It would be very dull if we had to sit in a quiet room every time we wanted to talk to each other. Unlike people, computers need help separating speech sounds from other sounds. When you speak to a computer, you should be in a place without too much noise. Then, you must speak clearly into a microphone that has been placed in the right position. If you do this, the computer will hear you just fine, and not get confused by the other noises around you.

Another challenge is how to distinguish between two or more phrases that sound alike. People use common sense and context — knowledge of the topic being talked about — to decide whether a speaker said "ice cream" or "I scream." Speech-recognition programs don't understand what words mean, so they can't use common sense the way people do. Instead, they keep track of how frequently words occur by themselves and in the context of other words. This information helps the computer choose the most likely word or phrase from among several possibilities.

What are the devices that a recipient can use to take-up and respond to the automated call?

Customers can use devices like microphones, recorders, mobile phones, etc. to take-up the call and use the solution.

STANDARDS

Is it approved by international regulations/laws to use automation in contact centers?

IVR (Interactive Voice Response) is internationally recognized as an approved medium to use in customer contact processes. Our speech recognition solutions are adding values to the IVR and it enables contact centers to improve their quality in servicing the customers. For authenticating the customers we use voice biometrics which is again an internationally approved method to authenticate a user similar to finger-print biometrics or a pin/password authentication.

RISK ASSESSMENT

What happens if my customer query is new?

If the system recognizes the customer query is new and it is not one among the frequently asked queries. It can enable two options for the customer to choose:

- Record the message from the customer and pass it to the contact center to respond back.

- Ask the customer to hold the call and connects with a contact center officer available to take-up the call

What if my customer data gets leaked?

Our solutions will not use any public hosted infrastructure; all the deployments are carried out on an in-house infrastructure or on a private cloud. So there is no possibility of Uniphore making the data public.

ABOUT UNIPHORE

The ability to use speech to communicate is a primary reason for the evolutionary success of the human race. Uniphore's solutions extend this insight to the evolution of human-machine interaction. Uniphore's solutions allow any machine to understand and respond to natural human speech, thus enabling humans to use the most natural of communication modes, speech, to engage and instruct machines. Enterprises across industry, size and geographies deploy Uniphore's solution to dramatically improve employee productivity and deliver superior customer service.

As a leader of voice-based solutions, Uniphore has pioneered the development of mobile applications with the combined capabilities of Speech Recognition, Voice Biometrics, and Data. Uniphore boasts a roster of high-profile, satisfied customers across multiple verticals – Financial Service Providers (mobile commerce & banking), FMCGs & NBFCs (sales force automation), and Agriculture, Healthcare, & Education (content delivery services).

Since its inception in 2008, the company has grown at an exponential rate, and today it supports nearly half a million registered end users on its platforms every month. For more information on Uniphore visit www.uniphore.com.

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