

VOICE USER INTERFACE QUALITY MONITORING SERVICE

A consulting service offered by:
Enterprise Integration Group
2410 San Ramon Valley Blvd., Suite 225
San Ramon, CA 94583
1-888-EIG-4IVR
<http://www.eiginc.com>

Introduction and Overview

This document is one of a series of white papers prepared by Enterprise Integration Group (EIG) to help clients understand methods and processes. EIG is a leading provider of design and evaluation products that deliver superior customer self-service solutions to the enterprise.

What is Voice User Interface Quality Monitoring?

Voice User Interface (VUI) Quality Monitoring is a monthly service, with quarterly roll-up reports, which provide regular and timely data on the quality and efficiency of your automated customer service systems. The focus is primarily on Speech Recognition and Interactive Voice Response (IVR) systems. VUI Quality Monitoring Service provides you and your customer service staff with timely, objective information with which to make important customer service and operational decisions. VUI Quality Monitoring Service has both monthly and quarterly components, each with separate deliverables – explained below. The service is an annual service, renewable as a subscription each year. As a pre-requisite, a baseline IVR Audit, Benchmarking and Script Review service must be conducted.

Monthly Service Components

VUI Quality Monitoring Service has several monthly components including: a) IVR System Report Monitoring; b) Network Routing Report Monitoring; c) Error and Timeout Tracking; d) Application Break Points and Call Center Trigger Reporting; e) Queue Data Monitoring. The interpretation of this data is rolled-up based on available reports from your carrier, IVR or speech system, routing components, and ACD or PBX reports. If any of these reports are lacking in rich data or in conflict, a separate IVR Data Collection and Reporting audit may be required (this service is explained in its own white paper). The interpretation of the reports and any recommendations arising from the reports will be rolled into the Quarterly VUI Monitoring Report, explained below.

The actual deliverable you get with the quarterly components is up to two hours of EIG best practice consultation over the phone. This will be done with regularly scheduled conference calls using EIG's conference bridge.

Quarterly Service Components

VUI Quality Monitoring has several quarterly components including a call-in “mini-audit” to measure: a) User Friendliness; b) Voice Quality; c) Information Delivery; and d) Ease of Operation. Baseline data for these four measurements will have already been made in the original IVR Audit, Benchmarking and Script Review. The purpose of quarterly “mini audits” is to update this information over time and to note improvements or degradation to the established baseline. Another quarterly deliverable is a roll-up of specific recommendations from EIG to improve the overall efficacy of the system based on these regular observations.

The actual deliverable each quarter is a VUI Quality Monitoring Report. It contains:

1. Quarterly Roll-up Systems Report

- Interpretation of IVR, Network, ACD data
- Gap Analysis (Based on Rolling Averages from Previous Periods)

2. Benchmark Report and Scores

- User Friendliness
- Voice Quality
- Information Delivery
- Ease of Operation

3. Specific Recommendations

- Best Practices Review
- Scripting Recommendations
- Upgrade Recommendations

What is the Value of VUI Quality Monitoring?

The overall goal of Voice User Interface (VUI) Quality Monitoring is to provide regular and timely data on the quality and efficiency of your automated customer service systems. Such data is helpful in improving the overall quality of your decision-making regarding the IVR and Call Center Operation. VUI Quality Monitoring Service will help you to: a) Identify weaknesses in IVR logic flow and scripting over time; b) Alert you on fatal flaws and inconsistencies in Speech and IVR operation; c) Roll-up data to track trends in IVR efficiency on a regular basis; and d) stay on top of trends in customer satisfaction and system efficiencies.

Network routing, ACD and IVR reports are usually "canned" by the vendor. Some are customized in order to gather more meaningful information. These reports are filled with data, but it is hard sometimes to turn this data into meaningful information with which to make important decisions. EIG's VUI Quality Monitoring Service endures that this information is interpreted and that the vital data is presented to you in a timely and regular fashion.

Another value is the avoidance of “design drift.” All too often, EIG will get clients on the right best practices track - and then have to redo design and scripting soon thereafter. This happens because small “tweaks” creep into the system over time without particular attention to established best practices or human factors engineering. This is kind of like a “leaky faucet” that just gets worse over time. EIG's VUI Quality Monitoring Service helps to avoid this design drift so your system is working at peak efficiency at all times.

Timing

EIG's Voice User Interface Quality Monitoring Service is a subscription-based service which includes monthly report monitoring as well as regular consultation with our best practices and human factors experts. Each quarter, a monthly gap analysis roll-up, mini-audit, benchmarking and recommendations report is conducted and delivered to you.

Monthly: System Report Monitoring & Interpretation with Two Hours of Expert Consultation

Quarterly: VUI Quality Monitoring Report including mini-audit and specific recommendations