



## Inference

### Speech Enabled Survey

*Capture your customers' thoughts*

*Use natural language technology*

*Flexible and fast deployment*

*Sophisticated analytical reporting*

*Cost effective*



**"Your feedback is important to us."**

### What is possible?

Using Inference Speech Enabled Survey, any business can, using a simple Web interface, design and deploy their own speech recognition surveys or promotions real time.

These surveys or promotions may be designed to be completed by customers calling your business or they can be designed and deployed as outbound surveys.

All results are automatically available real time online.

Don't wait for a customer to get around to completing a survey online or filling in a paper based survey and returning it to your office.

Capture their thoughts on the phone with a simple, engaging and effective set of questions.

It is all possible and affordable!

### Speech Enabled Survey Attributes

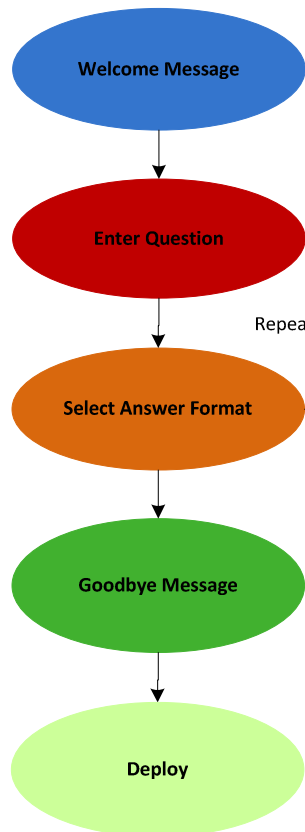
- Sophisticated reporting with results real time via simple web interface
- High customers opt in rates due to the immediacy of the channel
- Multiple uses, including
  - ✓ Inbound Survey
  - ✓ Outbound Survey
  - ✓ Product Promotion
  - ✓ Competition Hotline
  - ✓ Emergency announcement
- Easy integration with your existing web-based surveys
- Uses state-of-the-art natural language speech recognition technology
- Very simple to manage and maintain
- Very fast deployment time & real time monitoring
- Add on services including mobile messaging and promotion modules
- Available as either a fully hosted or premised based service

## How Does It Work?



The Inference Speech Enabled Survey module provides the ability to create and deliver surveys in a friendly and engaging way using high quality speech recognition technology and an easy to use web browser interface. Voice surveys allow you to stay in touch with your customers to continually deliver better experiences.

## Inference Speech Enabled Survey 5 Easy Steps



**STEP 1:** Via Web interface, business enters Welcome message and instructions for completing survey, including any prizes on offer. (TTS or audio available)

**STEP 2:** Enter the text for the question to be asked. (Note that these prompts may be delivered as text-to-speech or audio prompts)

**STEP 3:** Select answer format from a drop down list, e.g. true/false, 1-10, list of options or free form.

**STEP 4:** Write Goodbye message and any other information to be communicated.

**STEP 5:** Deploy Survey (one click deploy available).

Once created, the system can be configured to automatically engage after the caller accesses the service, to determine customer satisfaction with the service as provided. It can also be directly accessed via an 800 number (inbound calling) to provide you with caller responses to pre-configured survey questions, or combined with an outbound dialer to proactively solicit customized outbound survey responses. Survey respondents use natural language commands to navigate and respond to a variety of survey questions, including “open-ended” questions that ask for recorded comments.

By adding speech access to your existing web site surveys, you can achieve a much broader sample base. Inference Speech Enabled Surveys can be used for collecting customer and employee feedback and opinions, testing new product ideas and capturing feedback on existing products, services or policies. It provides a cost effective means to stay in direct contact with your customers and employees, helping to foster better relations and collect valuable market feedback.

## Solution Features

http://

### Web-Based Administration

- 75+ configurable parameters for creating and maintaining survey questions
- Unique configurable greeting messages
- Configurable data fields
- 10+ survey question formats
- Survey question grammars generated dynamically
- Response types
- Variable access methods
  - Automatically following a provided service
  - Inbound surveys
  - Customer established 800 numbers
  - Outbound surveys
  - Invoked from most outbound dialers

### Highly Configurable

- By individual customer/tenants
  - Over 75 configurable properties
  - Choice of persona
  - Over 150 recordable prompts
  - Configurable call routing



### Analytics

- Available by specified period, day, week or month
- Call measurements by tenant
  - Number of hang-ups
  - Number of help requests
  - Number of positive responses to each question
  - Number of negative responses to each question
  - Number of times each survey question is played
- Call statistics by tenant
  - Average length of call
  - Average number of calls
  - Absolute minimum call length
  - Absolute maximum call length
- Top-level call statistics by tenant
  - Configurable collection interval
  - Configurable reporting interval
  - Monitors impact of any configuration or speech grammar changes
  - Enables continual system performance improvements



### Advanced Question Types

- Optimize the caller interaction
- Configurable questions and question grammars
- Ranking
- Multiple choice
- Yes/no

### Survey Record Creation

- Automatically populates required fields from
  - Survey name
  - Questions
  - Responses
- Attaches recorded comments in .wav file format to survey record for playback



## Survey Business Intelligence

One of the key benefits derived from implementing an Inference Survey is the business intelligence that may be derived from the system. The speech recognition service automatically logs a vast quantity of data from each call processed, and that data may then be data mined for valuable business information.

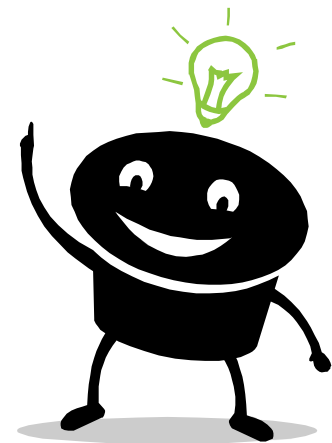
For example, businesses are able to use the data logs to report on

### Data Collected – Inbound

- How many callers called the system?
- When did they call?
- Where did they call from?
- How did they respond to questions?
- Did they provide any additional comments? (it is possible to include questions asking for additional comments if desired)

### Data Collected - Outbound

- As above but also who completed the survey



It is also possible to insert additional ad hoc questions into the service to elicit more information from the callers, for example, 'Are you interested in our latest promotion?'

All the data collected and logged by the service is available to the business almost immediately which means that those businesses are able to report on and respond to unexpected interactions very quickly and in an informed manner. See below for some examples of reports frequently requested.

## Benefits

### Lead Capture

Captures name, address and e-mail address

### Duplicate caller

Identified duplicate callers for the same campaign and can perform special handling based on your business rules

### Repeat caller

Identifies repeat callers from a previous campaign

### Promotional messages

Plays brand specific promotional messages. Different brand messages can be played based on the incoming DNIS of the caller.

### Reporting and analytics

Provides survey reporting which includes advanced analytics, grouping analysis and trend analysis.

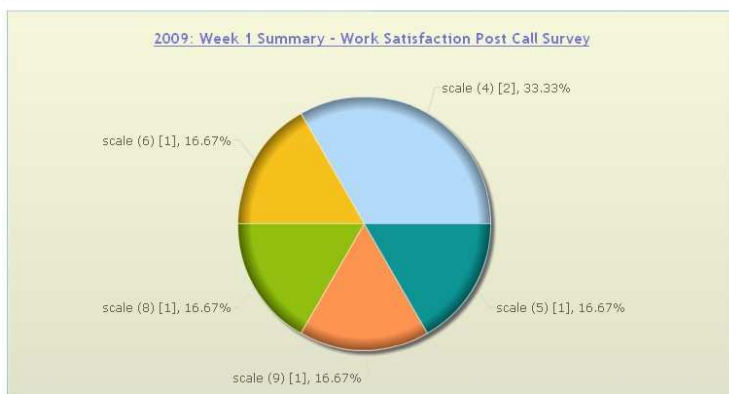


## Using Survey Reports

Inference Speech Enabled Survey's unique analytical reporting capability is easy to use and read.

Reports are generated in real time against all survey data that is not archived.

Customised graphs can be produced for individual questions with a point and click of your mouse.



## Inference Technology

Our competitive advantage is derived from our core technology - *grammatical inference* -, which is the result of many years research into the field of Artificial Intelligence. What this means for our customers, is that our speech recognition solutions are faster and cheaper to deploy, and yet provide a better quality outcome than ever before.

## Inference Communications

Inference Communications is a provider of sophisticated speech recognition solutions. Speech recognition enables automation for transactions, natural language call steering and brand awareness via your IVR. The benefits of speech recognition include:

- An affordable means of 24\*7 services
- A repeatable scalable service
- Easy access for mobile customers
- A source of rich customer data
- A flexible, maintainable service

## The Inference Effect

**Speed** – benchmarked at 1/10th the time it traditionally takes to implement speech.

**Cost** – Technology developing technology, reducing human labour.

**Service** – Customers are more likely to be understood with Inference technology.

**Flexibility** – You control the changes through the web interface.

**Market Intelligence** – Access to customer data, trends, desires, and calling habits.

## Our Business Model

We offer a flexible approach to solution delivery so that our products can be implemented using the technical model that suits your business.

Inference technology is platform independent so can be deployed to all the major vendor platforms and those platforms can be hosted offsite by a third party or they can be your own infrastructure.

Call us on **1300 191 431**, email us at [info@inferencecommunications.com](mailto:info@inferencecommunications.com) or visit our website at [www.inferencecommunications.com](http://www.inferencecommunications.com)