

Inference

Top 10 Tips For A Successful Speech Enabled Survey

What is an Inference Speech Enabled Survey?

An Inference Speech Enabled Survey provides a cost effective way to obtain valuable customer feedback on your business, agents and or processes. By engaging your callers with an automated survey, immediately after service provided, your customers' views can be captured in the moment. Data results from a speech enabled survey can be graphed and analysed in real time and used to improve performance and change systems to meet customer needs.



Following are 10 tips to help you get started with your speech enabled survey.

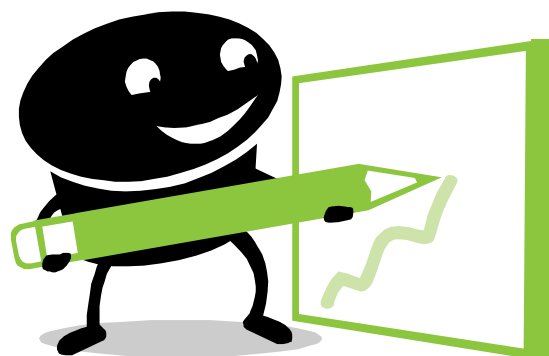


TIP 1 Customer Needs First

Always meet the customer's needs first. Callers can be given the opportunity to respond to a survey at the end of the call, but remember that the IVR should focus on meeting the customer needs. A caller who experiences good customer service, is more likely to complete a speech enabled survey.

TIP 2 Rewrite Paper/Web Surveys for Speech Enabled Surveys

Rewrite any paper or web based survey, as if you were the caller and hearing a survey over the phone. Different senses are used, so don't assume the same successful paper or web based survey will work on a speech enabled survey.





TIP 3 Set Expectations

By understanding what is in it for the customer and knowing how long the survey will be, the more willing the caller will be to participate and complete the survey.

Callers should always have the following questions answered upfront.

- ✓ Why am I doing this survey?
- ✓ How long is this survey going to take?
- ✓ What will this survey information be used for?
- ✓ Are responses kept confidential?

EXAMPLE:

“We really appreciated your time in answering this survey. It will take no more than a minute or so of your time and we value your feedback to assist us in improving “Company Name” customer service. All information obtained is anonymous. Please listen to the entire question before responding.”

TIP 4 Survey Style (Short and Simple)

Make your survey clear and simple. Keep your survey brief and avoid making it more than 5 questions. Use survey response styles that are easy, such as 1 – 5 scale “On a scale of 1 to 5, where 5 means you strongly agree. Please rate the following statement”.



Don't be tempted to cram too much into a single question. A question that is too long is often forgotten or misunderstood by the caller. A better approach is to use shorter questions with conditional logic to get an answer rather than ask everything at once.

BAD:

How would you characterize your call today; Billing Problems, Billing Payments, Bill Redirection, Technical issues or something else? "Um...."

BETTER:

- a) Did you call us today regarding your bill? "Yeah"
- b) Which of the following categories would best describe your billing query - a problem, a payment or a redirection? "There was a problem"



TIP 5 Uses Correct Question Style

Don't force a question into a question-type that doesn't fit the question. People often try to use a 'scale' question to ask questions that are not really suited to a scale.

BAD:

On a scale of one to five, where one is no effort and five is a lot of effort. How would you score the amount of effort it took to handle your inquiry? "Ummm.. what?"

BETTER:

How much effort did it take to handle your inquiry today? "A lot", "not much", "heaps".

Of course you will need to assign a score to each answer, but the burden on the caller is a lot less. Remember, callers will often pick something in the middle of a scale question if they are not sure.

TIP 6 Open Comment Feedbacks

Give callers the option to leave open comment feedback at the end of a speech enabled survey call. This is important, as callers can qualify their responses and ratings and also leave valuable suggestions. Data collected may provide inspiration for business performance improvements.

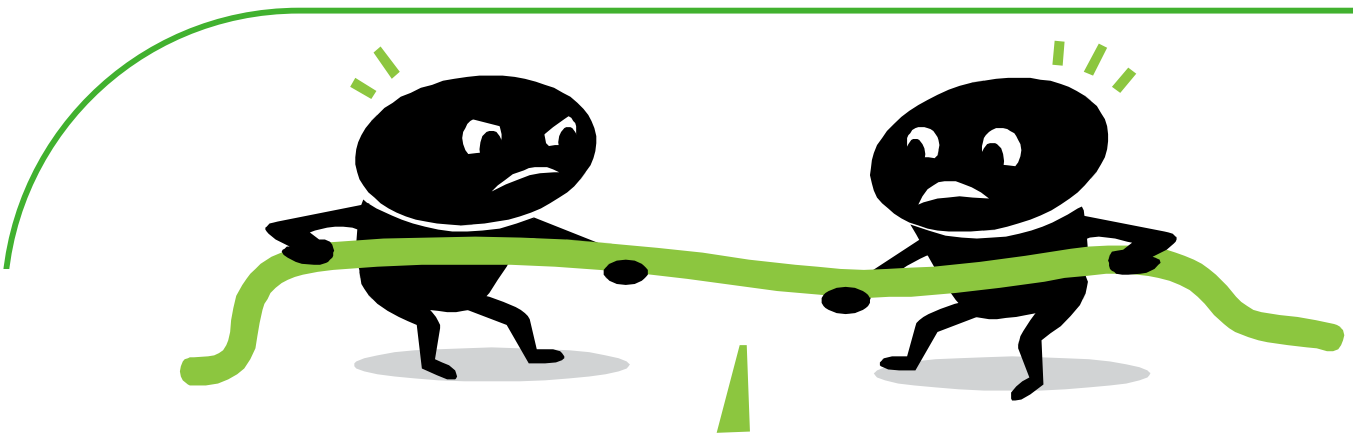
EXAMPLE:

"After the tone, please say why you chose this overall satisfaction rating"



TIP 7 Simple Repeat

Often callers simply do not understand, forget or are confused about instructions given to them. Ensuring that an easy repeat command is available on request avoids incorrect responses and improves data accuracy.



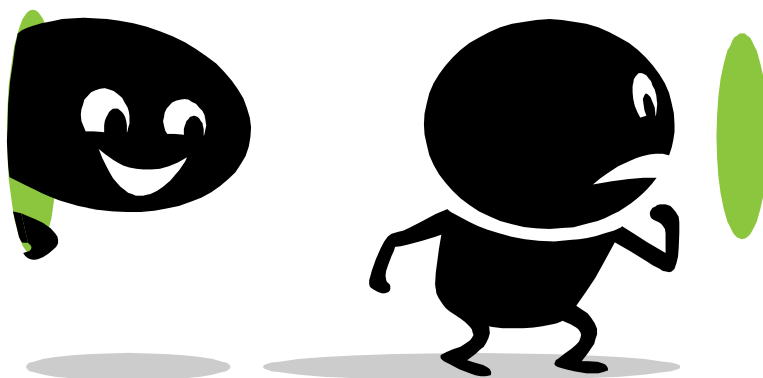
TIP 8 Accuracy vs. Annoyance

Remember there is a trade-off between how accurate you want your data and how annoying you want your survey to be.

If you're not sure what someone said you can either

- a) Ask them again
- b) Skip the question and continue

Sometimes 'b' is the better outcome as they will continue to answer questions - whereas too much of 'a' may lead them to giving up altogether.



TIP 9 Survey Interpretations

A survey system is only as useful as the answers that can be extracted from it.

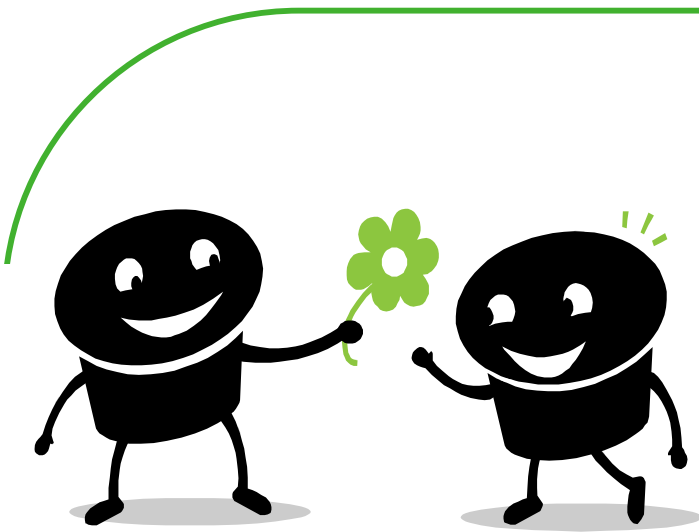
Sometimes the answer to a single question can be misleading; you often need to know how particular callers responded in the context of all their answers to a survey. A flexible surveying system should be able to handle such queries.

NOT THAT USEFUL:

"50% of callers had a bad experience. They said so at question five."

REALLY USEFUL:

"100% of callers who described their experience as bad were ringing about their bill. Everyone one else was happy. We know this because they told us at question one and at question five."



TIP 10 Survey Language

Try to make your survey conversational. This improves survey flow and invites customers to answer easily and effortlessly.

OK:

What is it that makes your favourite city the best? Please say one of food, people, things to see, doing business

BETTER:

What is it that makes your favourite city the best? Is it the food, the people, the things to see, doing business

Considering these key elements, when building your speech enabled survey, will put you on track to delivering the ultimate customer experience and improved business performance.

If you would like to know more about survey products call Inference Communications on 1300 191 431 email us at info@inferencecommunications.com or visit our website www.inferencecommunications.com



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 more cost effective 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 of 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 or visit our website at www.inferencecommunications.com