

Improving the Effectiveness of Speech and IVR

ICMI and Enterprise Integration Group, Inc. (EIG) have joined forces to bring you practical guidance on designing the best customer-focused Interactive Voice Response (IVR) for your business. Learn scientifically-proven techniques that increase throughput and IVR containment while reducing errors.

You'll learn ways to

- Build and leverage a coaching relationship with every employee
- Understand specialized IVR terms and abbreviations
- Design a customer-focused IVR
- Apply principles from human psychology
- Structure menus that are easy to navigate
- Use natural language that helps (not hinders) customer satisfaction
- Evaluate your IVR's quality
- Create scripts that communicate your brand and make sense to the customer
- Migrate to speech recognition (if that is appropriate for your application)
- Implement your design successfully with thorough planning and testing
- Make the IVR business case

“The information presented will be very helpful in redesigning our existing IVR. The interactive exercises were very beneficial!”

Joyce Hill,

Operations Manager, Transportation Corridor Agencies

Course price

Classroom: Interactive two-day course with your peers.

ICMI members: \$1,395.00 per person

Non-members: \$1,495.00 per person

On-site: A two-day course conducted at your location.

Call 800.672.6177 for pricing.

Who should attend?

VPs, Directors, Managers, and IVR Specialists responsible for customer contact applications.

How to Register

Call: 800.672.6177

Visit: icmi.com/training

Course Outline

Unit 1: The Business Case

- Introduction to IVR
- The telephone user interface
- The IVR business case
- Speech recognition migration
- Evaluating IVR quality
- Introduction to Speech Technology
- Vocabularies, grammars, and accuracy
- Types of speech dialogues
- Voice portals

Unit 2: Strategy and Structure

- Design principles and planning
- High level call flow

Unit 3: Top-Down Design

- Use-cases and Desk-testing
- Greetings and opening menus
- Speech, psychology and ergonomics

Unit 4: The Voice User Interface

- Understanding Confidence
- Gathering User Input
- Phonetic Transcription
- Why “help” doesn’t help

Unit 5: All About Menus

- Introduction to Menus
- Basic Scripting

- Style and personality
- Scripting Exercises
- Re-crafting scripts for speech

Unit 6: Timing and Error Recovery

- Pauses, Read-Back & Confirmation
- Handling OOG (out -of -grammar)
- Drill-Down Techniques

Unit 7: Putting it All Together

- Scripting Exercises
- Introduction to Voice Biometrics
- Top 10 Reasons IVR Projects Fail

About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve customer experiences and increase efficiencies at every level of the contact center. ICMI’s experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization’s respected lineup of professional services including membership, training, consulting, events, and the knowledge center.