



Spoken increases completion rates and implements successful 24/7 self-service for world-class direct response catalogue

Spiegel and Newport News adopt Spoken Conversational IVR solution to reduce opt-outs, increase completion rates and implement 24-hour self-service

Customer and Industry

Spiegel Brands, a privately held company founded in 1865, is a direct marketing company featuring private-label women's clothing, footwear and accessories designed to create easy style. Spiegel and Newport News currently provide at-home shopping to over 10 million customers worldwide.

Challenge

Spiegel sought to expand its service capabilities to take orders and answer queries 24/7 in order to increase sales, upsells and the quality of its overall customer service. Additionally, the company sought to streamline the efficiency of order calls, assuring that the quality remained high while decreasing the amount of time live agents spent on each call. Finally, opt-out rates on the existing IVR were extremely high, which caused more stress to the queue for live agents.

A Cost-Saving Solution

Spoken's solution provided a friction-free integration with measurable results to address the company's issues and improve the quality of the customer experience. Spoken installed the unique, patented Conversational IVR with Guided Speech to ensure accuracy within the IVR and to reduce opt-outs. Additionally, Spoken implemented the following features:

- Dual Channel Call Recorder Unique solution recording 100% of each call, end-toend, including IVR interaction, all transfers and agent interaction on two separate high-fidelity audio channels, one for the agent and one for the caller
- Data feed A feed of metadata that was easily integrated into Spiegel's existing reporting system, streaming the information the agent collected, the data the IVR collected and the call recording data for easy analysis and end-to-end view of the call
- High Volume Call Manager A tunable tool that performs triage during periods of peak call volume, giving priority to the most important calls while directing lowpriority callers to either wait, opt to receive a call back or complete via the website
- CTI Integration Spoken provided an information screen to agents, populated with the information the caller provided within the IVR that was confirmed with the backend database.

Solution Overview

Maximize live agent resources

Conversational IVR with Guided Speech collects data to identify caller and reason for call

CTI integration ent screen pop with

Agent screen pop with confirmed data from the IVR

Ongoing Quality Assurance

Easily integrated recording and reporting tools supercharge quality analysis



Integration Goals

Maximize live agent resources

Reduce volume of calls requiring live agent interaction

24/7 service

Implement accurate, effective self-service with patented Spoken Guides

Increase completion

Increase accuracy of caller identification and reduce opt-outs

The Functionality

Spoken designed a custom call flow for Spiegel's caller needs, beginning with the customer-friendly open-ended question, "How may I help you?" and proceeding to identify each caller by name, phone number and billing address with a screen pop based on information from the company's back end customer database.

The call flow was designed to address every caller issue:

Place an order	Track a package
Backorder consent	Billing inquiry
Receive a catalogue	Credit card inquiry
Item lookup	Order status
Item availability	Return status
Track an order	Spanish speakers
General question	Backorder notification

The Goals

Spiegel sought to improve the overall customer experience while maximizing the talents of its live agents to increase sales and increasing call center efficiency.

- Implement 24/7 self-service for routine tasks, including billing and tracking
- · Reduce volume of calls requiring live agent interaction
- · Increase accuracy of caller identification
- . Increase accuracy of the caller's reason for calling
- · Increase customer satisfaction

Technical Integration

Spoken committed to friction-free integration with all of Spiegel's existing systems, including an Aspect ACD, Agent Desktop, and a custom CRM database on an AS 450 IBM mainframe (for caller identification). Spoken created a custom call flow that Spiegel customers could easily navigate, beginning with the customer-friendly question, "How may I help you?"

About Spoken

Spoken is a technology innovator providing solutions for call and contact centers worldwide.

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The Results

With the accuracy provided by Spoken's CVR with human Silent Guides in the background, the company saw considerable results. Over the last five years, the company has consistently experienced a lower opt-out rate and higher completion rate on Guided Speech calls within the IVR in comparison to unguided calls. Guided calls average a 75% completion rate with 4% opt-out rate; calls without Spoken Guided Speech average 60% completion rate with a 10% opt-out rate.

Additionally, because the agents were focused on upsell techniques instead of performing routine tasks, the company saw an unexpected increase in average revenue per live agent.

Additional results:

- Of three million calls a year, 8% were handled with 100% self-service
- · Average Handle Time reduced by an average of 57 seconds
- · Overall operating budget savings of 16%

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