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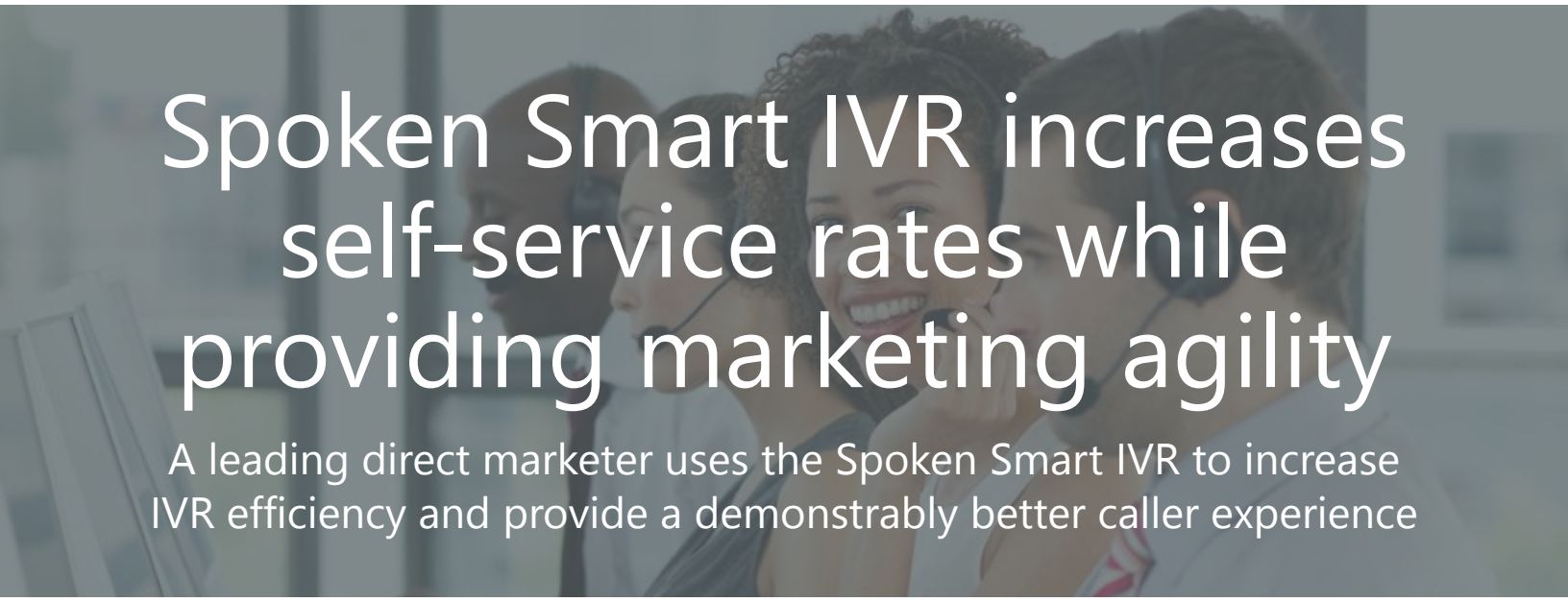


Spoken Smart IVR increases self-service rates while providing marketing agility

A leading direct marketer uses the Spoken Smart IVR to increase IVR efficiency and provide a demonstrably better caller experience

Partner and Industry

Guthy|Renker is a $1.5 billion direct marketing company, one of the largest and most respected in the world, with distribution in 68 countries. Founded in 1988, Guthy|Renker has discovered and developed dozens of well-loved, high quality consumer products in the beauty, skincare, entertainment and wellness categories. Familiar brands include Proactiv, Wen Hair Care by Chaz Dean, and Cindy Crawford's Meaningful Beauty.

Challenge

Guthy|Renker sought an Interactive Voice Response solution to replace the incumbent menu-based IVR with a more sophisticated system to identify the caller, determine caller intent and interact efficiently with our Cloud-based ACD provider to automatically and efficiently route the customer to the correct queue.

Additionally, a key requirement was to provide nimble A/B testing in the IVR flow so that every element within the IVR interaction could be easily split tested, evaluated and iterated on a regular basis to be as user-friendly and responsive as possible. The goal was to show incremental improvement with each IVR iteration.

The call management system is a cloud-based ACD provider.

The Approach

Spoken implemented a 60-day pilot of the flexible Spoken Smart IVR with the immediate goal of showing improvement in caller identification and caller intent rates. A stretch goal was to explore the Spoken Smart IVR as a tool for testing against a control for each IVR element quickly, iteratively and easily so that Guthy|Renker could quickly test and improve each element of the IVR call flow to continually improve the caller experience.

The Goals

Guthy|Renker sought to accomplish the following:

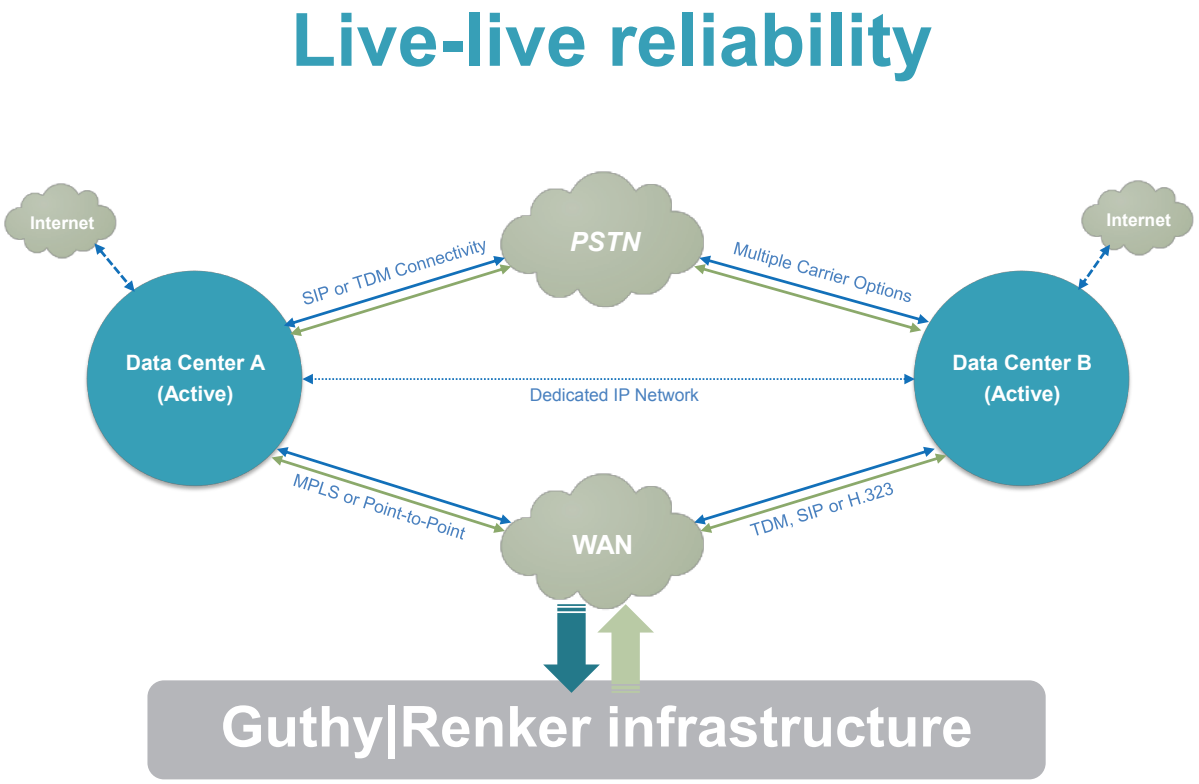
- Improve caller identification rates
- Improve caller intent rates
- Evaluate access to agile IVR iterations for continual testing and improvement

The Process

The Spoken Smart IVR was implemented as a fully redundant cloud system with geographic diversity for high availability and full business continuity with zero downtime. Spoken implemented a live-live model so that in the event of a failure in one data center, the redundant live data center would automatically take over the full call volume.

The Spoken Smart IVR was integrated with the ACD, which created a session ID and then handed the call to the Spoken system to determine the ANI match, caller identification and caller intent collection. The Spoken Smart IVR's primary tasks were to identify the caller and the caller's intent. Both ANI match and caller responses were used to identify the caller. Attributes from the client data cache were used to determine the best call flow match for caller intent.

Based on that information, the Spoken system would hand the call back to the ACD to route the call to a self-service IVR module or to a live agent while popping the ID and caller intent markers to the agent desktop.



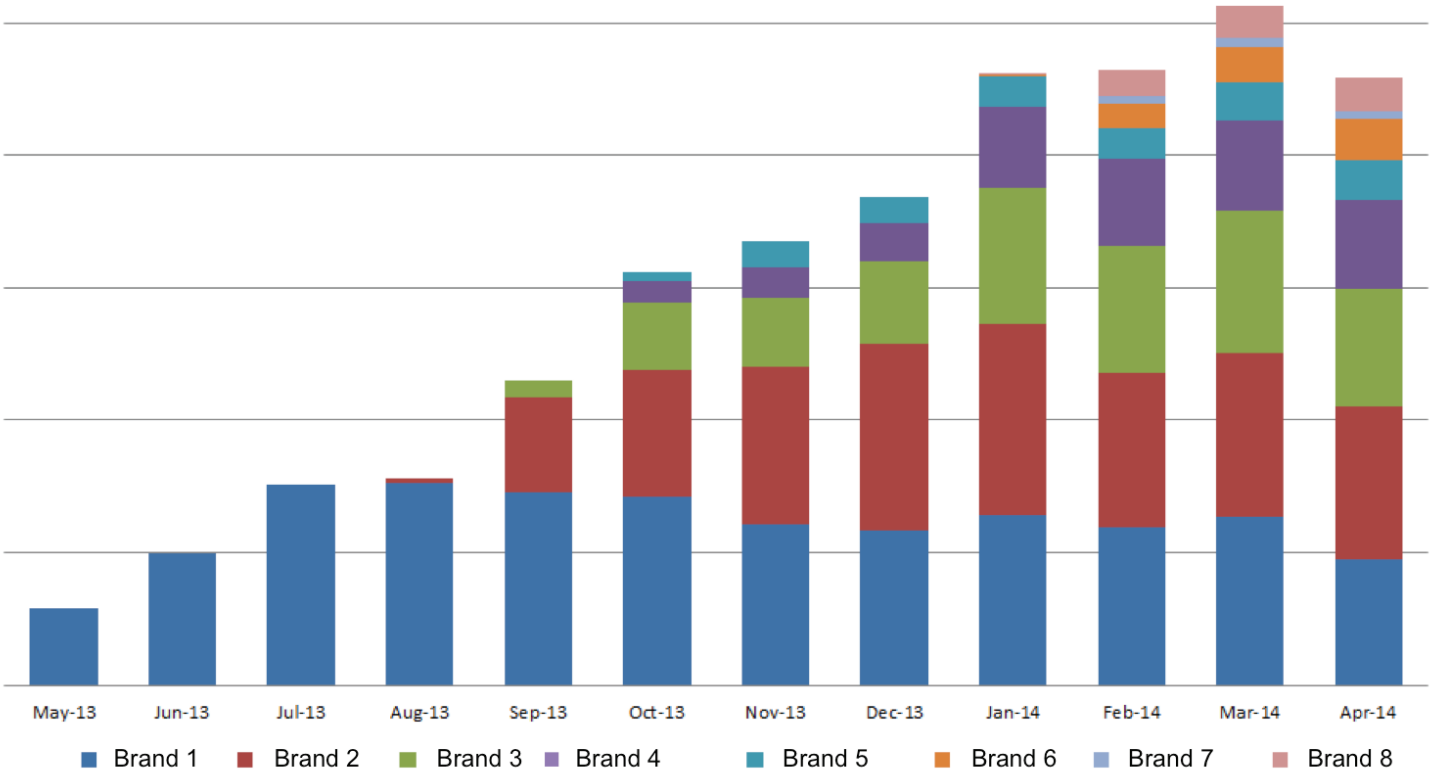
Timing

The timing from the single-brand pilot implementation to full volume for all four core brands was just over seven months with minimal business disruption.

With a gradual process focused on iterative improvement, Guthy|Renker selected a core brand to pilot, and began by sending just 10% of that brand's calls to the Spoken Smart IVR. By the end of the first few months, Guthy|Renker had iterated through a dozen A/B panels and could show results in improved match rate for caller identification and intent, so the rollout for 100% of the brand's call volume was executed.

The rollout of three remaining core brands, along with three emerging brands followed. Each rollout comprised two phases over a period of two weeks: the first week (Phase 1) would process 30% of the brand call volume and involved testing the control of every element in the new call flow one by one until the group was satisfied with the results. The second week (Phase 2) transferred 100% of the brand call volume to the Spoken Smart IVR.

Gradual Brand Rollout



The gradual, timed rollout had the beneficial effect of moving each brand onto the Smart IVR highly efficiently with minimal to no business disruption while leaving full control of the IVR experience with the Guthy team.

The Benefits

"The biggest benefits of the Spoken Smart IVR are the ability to grow and iterate the IVR in a fluid and continuous manner," reports Renée Epple, VP of Customer Care and Voice. "The system's agility and flexibility allows us to immediately address caller issues that we discover through the call data."

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10% containment in self-service

Call data revealed that callers were unclear on how to use a certain brand's product properly, the Guthy team added an element to the IVR self-service call flow that included a voiceover instructing on the product's proper use. As a result, 10% of eligible calls were handled exclusively within the self-service Smart IVR.

47% containment in self-service

If the caller uses an order status keyword such as "package" or "shipment," an API interaction automatically pulls up the past and upcoming shipment dates and package tracking information, and the Smart IVR reads back whichever is most applicable based on business rules. This resulted in a full 23% self-service containment rate for order status queries, another 24% referral to other self-service options, and finally another 25% well-qualified callers being sent to a live agent for help with activities such as placing their orders, or customizing their kit.

The Innovation Difference

While the immediate implementation goal was to exceed identification and intent rates over the current situation, the Guthy team reported additional, unexpected benefits as well.

Putting the wrong input to good use

In one Smart IVR call flow, callers are asked for their house number, such as 123 Main Street. However, the Spoken team noted that the call data revealed that callers were inputting 10 digits in response. Guessing that callers were entering a home phone number, the team ran the numbers as phone numbers and discovered matches to the data cache. The result? A new initiative to automatically run any 10-digit inputs to the house number prompt for a phone number match, which ended up returning an additional 2% match.

Business impact

- Increased caller identification rate by ~10 percentage points
- Increased caller intent rate by ~10 percentage points
- 10%-45% containment in self-service
- Flexibility and agility

Solution Overview/Key Benefits

- **Improve caller ID and intent**
  Increased caller ID rates and intent rates by 10 percentage points
- **Agility and flexibility**
  Provided a nimble system for simple A/B testing to iterate the best caller experience possible
- **Innovation**
  Offered productive solutions to challenges
- **Reliability**
  Upgraded to a fully redundant, high availability cloud system
- **Highest caliber professionals**
  Engaged, action-oriented thought leaders were fully invested in understanding and driving client business success

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About Spoken

Spoken Communications, founded in 2005 and incorporated as Intellisist®, Inc., is a provider of a leading cloud platform for contact center outsourcers. The Spoken platform supports cost productivity, enables big data streams and extends a flexible integration model to replace, extend or integrate with any legacy infrastructure and software. Currently supporting over 40 million contact center minutes per month, Spoken delivers operational efficiency to the contact center and is a proven leader for a superior customer experience. For more information visit www.spoken.com

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