IS IT TIME TO THROW YOUR IVR IN THE TRASH CAN?

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SENIOR SCIENTIST
ABOUT ENTERPRISE INTEGRATION GROUP

A Conversational Interaction Design Company
Specializing in Customer Service
International professional services corporation
Established in 1993
Vendor neutral
Design, human factors, and engineering specialists
Strategy, Design, Training
Offices in US, UK and Switzerland
EIG PARTIAL CLIENT LIST
An IVR is an automated interactive agent that mediates the connection between a customer and a human agent.
THE DIFFERENT SELF-SERVICE GENERATIONS

- Face To Face: Avoid using the phone
- Telephone: Avoid speaking to person
- IVR: Avoid using the IVR
- Web/App: Avoid using the phone

If the Web/Mobile App generation reach out, they really need to talk
JOURNEY TOWARDS FULL SERVICE – THE ‘ONION’

- Agent Matching
- Self-Service
- Identification
- Frequent Queries

Customer
“Good morning Mr Jones, my name is Jane, I see you’d like to change your bank details, I can help you with that....”
JOURNEY STARTS IN MANY PLACES BUT ENDS IN THE IVR

Agent Matching

Frequent Queries

Identification

Self-Service

Smart Speaker

Phone

Web

App

Social Media

Kiosk

Chat
BRINGING THE CHANNELS TOGETHER

Phone

App

Contact Us
CUSTOMER DEMAND MODELS

- **speak to someone**
  - Demand = Unknown

- **payment**
  - Demand = Payment

- **dispute a charge**
  - Demand = Charge Dispute

- **reset online password**
  - Demand = Password Reset

- *speak to someone to dispute a charge made before my credit card was replaced*
speak to someone

SpeakTo = Someone

dispute a charge

Action = Dispute
Topic = Charge
Qualifier = _

payment

Topic = Payment

reset online password

Action = Reset
Topic = Password
Channel = Online

speak to someone to dispute a charge made before my credit card was replaced

Action = Dispute
SpeakTo = Someone
Topic = Charge
Qualifier = _
Product = Credit Card
Qualifier = Replacement
BIOMETRIC AUTHENTICATION

Voice in IVR

Fall-back Security

Voice at Desktop

Now say ‘My Voice is My Password’

Please say the 4th digit of your security number instead.

OK Mr Smith, our system has checked your voice print as we’ve been talking.
SHARED MODELS

Operational Model

 Agent Matching

Authentication Model

Intent Model

Dialog Model

Phone Chat Social Media Smart Speaker App Web

Agent Matching
MEDIATED ACCESS

Online and telephone banking 24 7 365 | first direct
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first direct is the UK's most recommended bank and offers many services including online banking, insurance, mortgages, investments and share dealing.

Online Banking
Online Banking with first direct is simple, straightforward and...

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If you want to contact first direct, there are a number of ways you...

Ways To Bank
Online Banking - Branch facilities - Mobile app - Phone Banking

Regular Saver Account
The first direct Regular Saver Account is designed for longer...

Current Accounts
1st Account from first direct - award winning Internet Banking from...

Switch to first direct
Switch current accounts with first direct - the UK's most...

Mortgage Comparison, Compare Mortgages | first direct
https://mortgages.firstdirect.com/compare-mortgages
Compare our range of mortgages and find the right mortgage to suit you.

Our Mortgage rates | first direct
https://mortgages.firstdirect.com | Mortgages | Mortgage rates and fees
Here's a list of all the mortgages we currently offer – and their different rates. You should bear in mind that mortgages can be withdrawn and interest rates can change at any time. You can see which ones

First Direct
Bank

First Direct is a telephone and internet-based retail bank in the United Kingdom, a division of HSBC Bank plc. First Direct has headquarters in Leeds, West Yorkshire, England, and has 1.35 million customers. Wikipedia

Customer service: 0345 610 0100
Parent organization: HSBC Bank
Headquarters: Leeds
CEO: Joe Gordon (Feb 2017–)
Founder: Mike Harris
Founded: 1989

Profiles
Twitter
LinkedIn
Facebook
YouTube
Hey Google! I want to speak to First Direct Bank
Yes!
No!
Maybe!
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