SpeechTEK 2018
THE SMART CUSTOMER INTERACTIONS EVENT

Renaissance
Washington, DC
Downtown Hotel
WASHINGTON, DC

APRIL
9–11, 2018

SpeechTEK University
Sunday, April 8
Wednesday, April 11

TOPICS INCLUDE:

- How to build intelligent assistants
- How far-field microphones enable users to speak with gadgets at a distance
- How to detect emotions such as happiness and sadness
- How to identify personal traits
- How to improve dialogues using this contextual information
- How to extend traditional telephones to behave more like smartphones
- How to make voice-only dialogues more powerful by including information modes
- How to reach a wider IVR user population
- How to determine which design methodologies and tools are best
- How to determine if your speech application needs improvement

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Speech technologies have invaded our homes, our cars, and our businesses. We speak and listen with mobile devices, watches, laptops, desktops, and electronic appliances. Speech and dialogue technologies are enhancing how we interact with nearly everything.

Choose from among compelling presentations, thought-provoking panel discussions, informative case studies, and interesting workshops that discuss and show the latest voice and dialogue technologies, techniques, tools, and approaches to solve business problems. Each focus area concentrates on new technologies, methodologies, and best practices.

The Customer Solutions Expo is the most complete source of information for new speech technologies, products, and services. At the Expo, you can meet with industry-leading companies and see demonstrations of cutting-edge technologies. Check-out the new SD202 Knowledge Café (Tuesday, 8:00 a.m. – 8:45 a.m.) to speak with experts on a variety of speech technology topics. Connect with your peers and companies that provide speech and dialogue technologies and services. Explore the rapidly expanding horizons that can position your company to take advantage of new speech and dialogue technologies.

**Program Chair**

James A. Larson, Vice President, Larson Technical Services

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**Room Locations**

All rooms are on the Ballroom Level unless otherwise noted.

**Keynotes, Monday & Tuesday Lunches**

Grand South/Central

**Monday**

| Track A | Congressional A |
| Track B | Congressional B |
| Track C | Congressional C |
| Track D | Meeting Room 14 (Meeting Room Level) |

**Tuesday**

| Track A, SD201 | Congressional A |
| Track B, SD202 | Congressional B |
| Track C, SD203 | Congressional C |
| Track D, SD204 | Meeting Room 14 (Meeting Room Level) |

**Wednesday**

| Track A, SD301 | Congressional A |
| Track B, SD302 | Congressional B |
| Track C, SD303 | Congressional C |
| Track D | Meeting Room 14 (Meeting Room Level) |

**Continental Breakfast & Breaks**

A continental breakfast is provided for conference attendees each morning from 8:00 a.m. to 9:00 a.m. before the keynote session. Additional breaks will take place each day. Please check the schedule for exact times and locations.

**Online Presentations**

Speaker presentations are currently available online. These presentations will also be available after the conference. Click on the presentations tab on the conference website.

**Grand Opening Reception**

Join your peers on Monday from 5:00 p.m. – 7:00 p.m. as we celebrate the grand opening of the Customer Solutions Expo located in Grand Ballroom North. Visit with conference sponsors, exhibitors, speakers, and other attendees while enjoying light hors d’oeuvres and drinks.

**Networking Reception**

Join your peers on Tuesday evening from 5:30 p.m. – 7:00 p.m. for a networking reception. The reception will take place in the Hotel Lobby. Mingle with exhibitors, speakers, and conference attendees while enjoying good food and drinks.

**Press Room/Media Center**

The press area is located in the Meeting Planner Office B. The press room hours are as follows:

- **Monday, April 9**
  - 8:30 a.m. – 4:30 p.m.
- **Tuesday, April 10**
  - 8:30 a.m. – 4:30 p.m.
- **Wednesday, April 11**
  - 8:30 a.m. – 1:00 p.m.

**Sunrise Discussions**

SpeechTek will host early morning discussions on Tuesday and Wednesday for business professionals, project leaders, designers, and developers to openly talk about a variety of topics. This is a great opportunity for attendees to network, discuss challenges, and share ideas with peers and speech technology professionals.

**SpeechTek University**

SpeechTek University courses are in-depth, focused, 3-hour seminars on topics of special interest to speech technology and IT professionals. Taught by experienced instructors, the courses offer a structured and participatory learning experience. These are separately priced or may be purchased as part of your conference registration. See page 6 for detailed course information.

**Wi-Fi**

Wireless internet access is available in the conference session rooms. Log in to the Renaissance_CONFERENCE network; open browser for login page; enter access code: infotoday; click on Submit.

**Connect!**

Join SpeechTek group discussions on Twitter by using #SpeechTEK in your tweets! You can also find SpeechTEK on Facebook and LinkedIn.

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**Focus Areas**

Many of the SpeechTEK sessions are labeled with “Focus icons,” which represent the content of the session in just a few words. Several sessions with the same focus icon are sequentially located within the same track. Use the Focus icons to quickly identify the sessions that best match your interests.

**Look for these Icons:**

- IA: Intelligent Assistants
- ES: Embedded Speech
- EV: Evaluation
- EC: Enhancing Calls
- SR: Speech Recognition
- IoT: Internet of Things
- Em: Emotion
- FP: Fraud Prevention
- Open Source API
- Deep Neural Nets
- Methodology for VUI Design
- VUI

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**Conference Overview**

**Customer Solutions Expo**

Combining the SpeechTEK, Smart Customer Service, and CRM Evolution showcases, this central gathering place features the leading sales, marketing, customer service, and speech recognition solutions. It is the perfect opportunity to meet with C-level executives, industry pioneers, and the technology gurus who help you do your job better.

- **Monday, April 9**
  - 7:00 a.m. – 7:00 p.m.
- **Tuesday, April 10**
  - 7:30 a.m. – 5:30 p.m.
- **Wednesday, April 11**
  - 8:00 a.m. – 4:00 p.m.
### MONDAY, APRIL 9

**WELCOME & OPENING KEYNOTE**
- Grand South/Central: Designing Customer Experiences That Matter to a New Generation of Accidental Narcissists
- Brian Solis, Altimeter Group

**KEYNOTE**
- Grand South/Central: Could Millennials Be Your Contact Center’s Secret Weapon?
- Alysson Boudousqüe, sponsored by ConsenSys

**COFFEE BREAK**

**TRACK A**
- MANAGERS, Congressional A
- Intro to Intelligent Assistants
- McTeer
- Being Smart About Developing Intelligent Assistants
- Meisel

**TRACK B**
- DEVELOPERS, Congressional B
- Advanced NLU With Today's Toolkits
- Dahl
- Beyond Ambient Voice
- Grebler

**TRACK C**
- USER EXPERIENCE DESIGNERS, Congressional C
- Beyond Word Error Rate
- Farlaw
- Is The Net Promoter Score Dead?
- Isaacs

**KEYNOTE LUNCH**
- Grand South/Central: From Onboarding to ‘Onbotting’
- Tobias Goebel, sponsored by Aviary

**SOLUTION SESSIONS**
- Omilia

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**TUESDAY, APRIL 10**

**SOLUTION SESSIONS**
- Advanced User Interfaces for Smart Assistants
- Atwater
- Natural Language Voice Controls for IoT Products
- Liguori
- Voice in the Home
- Reedy

**GRAND OPENING RECEPTION**

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**WEDNESDAY, APRIL 11**

**SOLUTION SESSIONS**
- Fraud Prevention Using Biometrics
- Puzo
- Trends in Authentication
- Baeten

**LUNCH**

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**FOCUS AREAS:**
- Intelligent Assistants
- Voice in Internet of Things
- Evaluation
- Open Source
- Speech Recognition
- Embedded
- Emotion
- Fraud Prevention
- Methodology for VUI Design

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MONDAY
Track A = Congressional A
Track B = Congressional B
Track C = Congressional C
Track D = Meeting Room 14

TUESDAY
Track A, SD201 = Congressional A
Track B, SD202 = Congressional B
Track C, SD203 = Congressional C
Track D, SD204 = Meeting Room 14

WEDNESDAY
Track A, SD301 = Congressional A
Track B, SD302 = Congressional B
Track C, SD303 = Congressional C
Track D, SD304 = Meeting Room 14

**SESSION ROOMS**

**MONDAY**
- Track A = Congressional A
- Track B = Congressional B
- Track C = Congressional C
- Track D = Meeting Room 14

**TUESDAY**
- Track A, SD201 = Congressional A
- Track B, SD202 = Congressional B
- Track C, SD203 = Congressional C
- Track D, SD204 = Meeting Room 14

**WEDNESDAY**
- Track A, SD301 = Congressional A
- Track B, SD302 = Congressional B
- Track C, SD303 = Congressional C
- Track D, SD304 = Meeting Room 14

**COFFEE BREAK**
- TRACK D = TECHNOLOGISTS = Meeting Room 14

**PANEL:**
- Unified Conversational Experiences = Miller, Hong
- How Deep Learning Has Changed
  - ASR Universe = Garr

**KEYNOTE LUNCH**
- sponsored by Aspect
- Bring Conversational Technology to Call Centers & IVRs = Aharon
- True Stories From Tuning Data = Burr

**BREAK IN THE**
- TRACK D = TECHNOLOGISTS = Meeting Room 14
- Hybrid App in Emerging Markets = Munnick
- How Your IVR Can Become the Virtual Assistant
  - Your Customers Demand = Boudousque

**KEYNOTE LUNCH**
- sponsored by Conversys
- Interactive Multi-Channel Design = Harpster
- Marry Visuals With Bots = Davis

**BREAK IN THE**
- TRACK D = TECHNOLOGISTS = Meeting Room 14
- Speech-Driven, In-Queue Music & Messaging Slays the ‘On-Hold Problem’ = Graham

**NETWORKING RECEPTION**

**HOTEL FLOOR PLAN**

**MONDAY, April 9**
5:00 p.m. – 7:00 p.m.
Grand Opening Reception

**TUESDAY, April 10**
10:00 a.m. – 4:30 p.m.

**WEDNESDAY, April 11**
10:00 a.m. – 1:00 p.m.

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#SpeechTEK
Sunday, April 8
1:30 p.m. – 4:30 p.m.

**STKU-1** ◆ Natural Language Understanding ◆ Meeting Room 2
Deborah Dahl, Principal, Conversational Technologies

Enterprise virtual agents and chatbots are becoming important for customer support. Through developer tools such as Microsoft LUIS, IBM Watson, the Alexa Skills Kit, and Nuance Mix, natural language understanding capabilities are becoming accessible to developers. New techniques such as deep learning are leading to rapid improvements in the technology. All of these factors are making this an exciting time for natural language understanding applications. This workshop brings attendees up-to-date on natural language understanding technology, covering three important topics: 1) the spectrum of different types of natural language applications; 2) the technologies that underlie natural language interaction; and 3) the natural language understanding development process, looking at some open source options. We work hands-on with some of the current development tools. Attendees are welcome to bring their own ideas for applications for discussion. Participants are expected to bring a laptop for use during this workshop. Laptops will not be provided.

**STKU-2** ◆ Learn to Use the Kaldi Speech Toolkit ◆ Meeting Room 3
Nagendra Goel, CEO, GoliVivace inc.

Kaldi is an open source toolkit for research in speech recognition and speech signal processing. Due to its efficient and accurate implementation of many algorithms, this toolkit is leveraged by many organizations that develop speech technology. This tutorial introduces Kaldi in a gentle manner, to improve your level of comfort with the software. This tutorial is aimed toward providing hands-on experience with Kaldi, including setup and training of a basic speech recognizer. The structure of the code and the basics of Kaldi operations are explained, with a general overview of the toolkit capabilities. Kaldi input and output methods, file structure, parallelization, and piping mechanisms are explained. The focus is on getting a hands-on experience with the tools and getting a basic system working during the tutorial. Participants are expected to have some Linux OS experience and a level of comfort with command line. They are expected to bring either a MacBook or Linux laptop, or have SSH access to a remote Linux machine for use during this workshop. Laptops will not be provided.

**STKU-3** ◆ Designing Natural Language Home Assistants Using Amazon Alexa ◆ Meeting Room 4
David Attwater, Senior Scientist, Enterprise Integration Group

This workshop focuses on the practical aspects of designing home assistants, drawing on video clips of users of the technology showing good and bad design practices. Attendees do paper and pencil hands-on design work. Attendees also learn the design principles that underpin the design of sustained natural conversations, which include the following:
- A brief overview of the technology and the underlying speech technologies
- Who uses home assistants and for what?
- How do I present the correct narrative voice and persona for my assistant?
- How do I signpost the features of my user interface?
- How do I keep the user interface stable while making it feel natural?

Wednesday, April 11
1:30 p.m. – 4:30 p.m.

**STKU-4** ◆ Build Your Own Cortana Skill ◆ Mount Vernon A
Dorrene Brown, Program Manager, Cortana, Microsoft

The Cortana Skills Kit is a collection of APIs and technologies to build conversationally interesting experiences for Cortana. We run through the skills kit, build a skill together, and discuss best practices for conversational AI. Skills built in this session work across Windows 10, Android, iOS, and headless devices such as the Harman Kardon Invoke. Following this session, attendees will be able to intelligently discuss the skills kit with partners and will know where to go for support and help building skills in the future. Participants are expected to bring a laptop.

**STKU-5** ◆ Strategizing Customer Experiences for Speech ◆ Mount Vernon B
Crispin Reedy, VUI Designer, Versay

Does your organization need a strategy around voice? (Here’s a hint: The answer is, “Yes.”) What should that strategy be? Should you build an Alexa Skill or Google Action, or do something else entirely? This hands-on overview workshop looks at the problem through three different lenses: technology, design thinking, and marketing. First, tech. What’s involved in a voice enabled design, and what are companies doing today? Second, design thinking. Start with a user-centered view of the world—what does it look like when you throw voice into the mix? Third lens: marketing. What does search engine optimization look like in a world without “results” pages? How should your brand sound? This session gets you thinking about these questions and gives you the tools to make intelligent decisions about your organization and voice.

**STKU-6** ◆ Recent Deep Neural Net (DNN) Advances in Speech ◆ Meeting Room 14
David Thomson, VP, Speech Technology, CaptionCall

Deep learning is systematically stomping out old algorithms in multiple fields, including speech recognition, by delivering breakthrough accuracy. Combined with big data, these methods are advancing research in finance, images, self-driving cars, advertising, spoken language, and games. This tutorial will cover new formulations of machine learning with a focus on DNNs for speech recognition and natural language processing. The session includes demonstrations and hands-on exercises. Attendees gain an understanding of DNN fundamentals, how they are used in acoustic and language modeling, the emergence of easy-to-use software tools, and where deep learning appears to be headed. Recent advances in deep learning, speech recognition fundamentals, how DNNs work, and why they are so accurate are all discussed. Participants are expected to bring a laptop.

**STKU 7** ◆ Build a Conversational Chatbot for Google Assistant ◆ Meeting Room 11
Michael McTear, Professor, Ulster University

Google Assistant allows users to engage with information and services through devices such as Google Home, Android smartphones and iPhones, and a wide range of other smart devices. This tutorial begins by exploring issues of conversation design and then outlines the various tools available, such as Actions on Google, which supports the building of apps for Google Assistant; APLAI (Dialogflow), a tool for defining the natural language understanding and dialogue components of a conversation; Google templates, an alternative way to quickly create a conversational app; and Actions Simulator, a tool for testing the chatbot. The main part of the tutorial provides a hands-on demonstration of the tools. Participants are expected to bring a laptop.
Every day, there are more and more advanced back-office and customer-facing technologies at the ready for businesses to modernize CX and CRM. The challenge that many decision makers face isn’t just wading through the mind-numbing array of advanced technologies to deploy, but whether or not they can see the extent to which their customers have moved away from current value propositions and touchpoints. Brian Solis is a leading digital analyst, futurist, anthropologist and futurist. He has studied how customer behaviors, preferences, values, and intent have evolved and how organizations are and aren’t keeping up. In his keynote presentation, Solis shares the world of experience through the eyes of the evolving customer and how companies need to reverse-engineer new perspectives, models, and journeys to stay relevant.

B101 ■ Advanced Natural Language Understanding With Today’s Toolkits
Deborah Dahl, Principal, Conversational Technologies

Natural language toolkits provide effective capabilities for understanding basic types of utterances—those whose meaning can be described as a set of intents and entities. However, many commonplace natural language requests can’t easily be represented as intents and entities. These more advanced requests include negation, scheduling, and hypotheticals. Learn how to use tools that support the intent/entity approach to handle more advanced utterances.

C101 ■ Advanced User Interfaces for Smart Assistants
David Attwater, Senior Scientist, Enterprise Integration Group

To what extent are traditional voice user interface design practices still applicable? How “natural” should the UI be and how can we support stable sustained interactions for novices and experts alike? How can we leverage contextual information such as device information and location, user profile, and interaction history? How can we integrate visual input and output? Target audience: experienced UI designers and user experience designers.

D101 ■ PANEL: Voice 2.0: Unified Conversational Experiences Across Everything
MODERATORS: Dan Miller, Load Analyst & Founder, Opus Research

PANELISTS:
Daniel Hong, Research Director & VP, Forrester Research
David Isbitski, Chief Evangelist—Alexa & Echo, Amazon
Dorrence Brown, Program Manager, Cortana, Microsoft
Jay Wilpon, SVP, Technology and Product Strategy, Interactions, LLC
Patrick Nguyen, CTO, [24]7.ai

“You go faster alone ... but farther together.” Hear from the collective wisdom of consumer-based conversational technology heavyweights who talk about the present and future of conversational experiences in the age of IoT. Learn about how you provide consistent conversational experiences across different channels and devices, the role of the API economy for developing and improving conversational experiences, and how to prepare for the impact of AI and IoT as you build a new voice strategy.
C104 ■ Methodology for IVR Competitive Analysis
Jamay White Sr., Consultant, Human Factors, Convergys
Emerging channels of customer interaction continue to influence and reshape the IVR landscape. Callers have different expectations and reasons for using the IVR channel today than they did a decade ago. Optimizing your IVR for these trends is critical to staying ahead of competition. Competitive analysis offers insight into how well your IVR compares. This session presents a simple methodology for assessing and scoring IVRs as a basis for comparison.

D104 ■ True Stories From Tuning Data
Jenny Burr, Senior Manager, Analytic Consulting, Convergys
How can you learn more about your callers and improve your application at the same time? Many times, tuning is seen as a part of the application lifecycle that can be optional, but the tuning data can reveal how callers react to the application either positively or negatively and provide solid data on which to base improvements. This session discusses real-world results that show common pitfalls as well as performance improvements that can be gained as a result of tuning.

3:00 p.m. – 3:45 p.m.
SOLUTION SESSIONS

A103 ■ Product Managing the Launch of an Alexa Skill
Nirav Nayak Yelloji, Product Manager, Willing, Inc.
What does it take to launch a far field voice experience such as an Amazon Alexa skill? Yelloji walks through the various steps that take the product manager from engaging with field and market researchers, from identifying the initial functional requirements for the skill to engaging with UX designers, developers, voice experiences testers, beta testers, and then marketers through the launch and the post launch of the skill. She provides specific examples and shares learnings from real client deployments of conversational experiences.

B103 ■ Natural Language Voice Controls for IoT Products
Michael Ligouri, CEO, Voqation, Inc.
We address these critical questions for user control of Internet of Things (IoT) products: Why consider natural language voice user interfaces for IoT products? Are voice assistants appropriate for IoT products? How do you identify and gather appropriate contextual information required for a useful user experience. How is contextual information integrated into the user interface? What are the high-level components of the voice control technology stack? How can multiple voice assistants and portals interact with your IoT product?

C103 ■ Is the Net Promoter Score Dead?
James Isaacas, President, Cyara
The Net Promoter Score (NPS) is the go-to measurement tool for many businesses, but the NPS has many limitations. Operational Customer Experience (OCX) measurement can be used as an alternative. By automating the measurement of customer experience (CX) across channels, businesses can avoid having to involve customers in the feedback process while still receiving objective, accurate, real-time insights into their CX at an operational level.

D103 ■ Bringing Conversational Technology to Call Centers & IVRs
Dan Aharon, Product Manager, Google
Google and API.AI have been pioneers in conversational technology, powering more chatbots and conversational interfaces than any other company. Since API.AI (Dialogflow) is a cross-platform conversational tool, we show how it can be used to power conversational IVR and build non-linear conversations for call centers. We also invite a guest speaker who demonstrates how our technology is used.

4:00 p.m. – 4:45 p.m.

A104 ■ New Approaches for Designing Chatbots
Andreas Volmer, Director, Product Management, Aspect Software
Machine learning techniques based on sample phrases has shortcomings: large sets of data samples and limited ability to control the tuning process. An alternative approach consists of a more rules-based approach that relies on deep understanding of the syntax and semantics of users’ messages. We compare these approaches and show how a linguistics-driven approach can be both easy to manage and result in better accuracy and control.

B104 ■ Power Users of Voice—Voice in the Home
Crispin Reedy, VUI Designer, Versay
This presentation takes a look at the people who are experimenting with the cutting edge of voice technology, assistants, and home automation. This includes people who have more than one home assistant, people who regularly install skills or try many different things with their devices, and people who have extensive home automation setups. Who are they? What is their experience so far with voice technology? What are they doing that is interesting and unusual with their devices? What would they like to change? Come find out!
8:00 a.m. – 8:45 a.m.  
**SD201** Patents, Speech, & Mobile Devices  
**Jordan Cohen**, Technologist, Spellamode  
**Steven M. Hoftberg**, Counsel, Tully Rinckey, PLLC  
The field of intellectual property (IP) is rapidly evolving with changes in the law, regulation, and the rise of automated assistants. This interactive discussion provides an overview of the evolving impact of the America Invents Act, including post-grant reviews, the Alice Supreme Court decision, and some recent judicial and administrative decisions. We address protections available for these technologies, IP risks in commercialization, challenges against blocking patents, and current best practices for protecting and defending against infringement assertions of speech and language technologies.

8:45 a.m. – 9:00 a.m.  
**SD202** Tuesday Knowledge Café  
Participate in the interactive Knowledge Café, where you can share your speech technology questions and challenges with colleagues and practitioners. Each table has a topic and one or more mentors: Natural Language, Debbie Dahl; Deep Neural Nets, Dave Thompson; User Interfaces, David Attwater and Bruce Balentine; Intelligent Assistants, Michael McTear and Dan Miller; and Speech Technology Business Strategies, Bill Meisel.

9:00 a.m. – 9:45 a.m.  
**SD203** Shred the Past: How to Create New Innovative Applications  
**Moshe Tudakoff**, President, Disaggregate Corp  
There is a better way to think of new applications than just extending existing apps. We need to discard the ideas we’ve come to accept as normal over the past decades and think about our basic desires in order to formulate new goals. Once we’ve formulated goals, we need to generate and evaluate possible innovations. A few simple principles can help guide our quest.

9:45 a.m. – 10:00 a.m.  
**SD204** Association for Voice Interaction Design Meeting  
**Criispin Reedy**, VUI Designer, Versay  
The Association for Voice Interaction Design (AVixD) brings together voice interaction design professionals into a group that crosses borders between companies, providers, customers, academia, and disciplines. AVixD sponsors educational and networking opportunities such as annual workshops, Virtual Brown Bag seminars, the VUI Design Wiki, and the Voice Interaction Design journal. Members and nonmembers are welcome.
conversation beyond the traditional, “How can I help you?” natural language application with directed speech. This session provides a real-world example of conversational speech, lessons learned, and actual contact center benefits.

**B202 ■ Embedded Conversational AI + Avatar = Lifelike Chatbots**

**Bernard Braffman, VP, Business Development, Sensory**

Conversational AI has become ubiquitous. Most implementations are in the cloud. However, they are not reliable should internet not be present and don’t work broadly across devices. New breakthroughs such as embedded natural language processing have opened the door to on-device voice control, voice assistants, and chatbots. Combining these embedded conversational technologies with 3D avatars, lip syncing animation, and high-quality text to speech has redefined the user experience in these applications.

**C202 ■ Getting Chatbots Right—Assuring Quality Customer Experience**

**Mike Monegan, VP, Product Management, Cyara**

There are many potential points for failure within both the chatbot experience as well as in the context transfer to and from chatbots. Learn how to assemble a strategy for a robust bot quality assurance program, including taming the complexities of multichannel bot test automation, using bot training data to train your test script development, testing with a checklist of failures and degraded experience, and coordinating developer and vendor unit testing with expansive outside-in CX assurance.

**D202 ■ How Your IVR Can Become the Virtual Assistant Your Customers Demand**

**Alllyson Boudousquie, VP, Market & Product Strategy, Convergys**

That trusty old touchtone application has been your traffic cop work horse for years. With the evolution of technology—and customer care expectations—it’s not enough to just contain calls anymore. Customer effort is a primary concern as the cost of consumer churn is taking a toll on businesses. Converting your IVR into a smart, conversational calling experience is easier than you think, and it doesn’t have to stop with the IVR channel. Let us show you how AI technology has evolved to holistically improve customer care for your contact center.

**2:00 p.m. – 2:45 p.m.**

**TUESDAY SESSION ROOMS**

**KEYNOTE LUNCH sponsored by Convergys**

**Voice & AI: Bringing Digital Transformation to the Masses**

**Alllyson Boudousquie, VP, Market & Product Strategy, Convergys**

According to Forrester Research, nearly half of consumers already engage in automated conversations with intelligent assistants such as Alexa, Siri, and Cortana. Keyboards, screens, and remote controls are being replaced by more intuitive ways of interacting with devices—most notably, voice communications. This presentation provides fresh insights into how you can use voice and AI to deliver differentiated customer experiences, streamline operations, and take advantage of new revenue streams.

**A203 ■ Social Impact of Companion Robots**

**Dar Skulier, Intuition Robotics**

A variety of companion robots are filling real needs in the world, but some think they are taking away from real human interaction and social activity. Learn how companion robots are impacting the lives of elders, middle-aged adults, and children and how they are helping humans interact with each other without preventing social interaction. Learn about the importance of voice interface and other interfaces in companion robots and how this creates more trust between user and robot.

**B203 ■ The Future of Far-Field Voice Capture Lies in the Fusion of Technologies**

**Paul Neil, VP, Marketing & Business Development, XMOS**

Capturing voice in the far-field (3-5 meters distance from a microphone) is a challenge for products with varying degrees of ambient noise and multiple users who may move during use. The best quality voice capture will require combinations of tightly integrated technologies that allow the microphone to differentiate between human speech and alternative noise sources and between individual people. This talk gives insights into approaches for delivering the best quality voice capture for smart environments and the challenges of far-field voice interfaces.
We explore how bots can be effectively used by businesses to improve communications with their customers and reduce costs in the process. Phonebots often provide a poor user experience due to the limits of natural language processing (NLP). Adding a visual channel to an ordinary phone call takes the pressure off NLP to interpret what a user wants and brings the call up to the same data-rich level as other channels, thus encouraging the user to stay with the bot.

How do you build intelligent, humanlike, and effective UIs without spending millions of dollars on technology and recruiting an army of developers to build and maintain them? This presentation takes you behind the scenes to explore the challenges and issues in developing conversational applications that scale globally. We examine problems such as a lack of training data, scarce developer resources, and the complexities of multilingual applications. Learn how to rapidly build sophisticated conversational UIs without the need for specialist skills.

We are currently experiencing an explosion of sophisticated, cloud-based intelligent services. There are several well-known speech and natural language services, but other cognitive technologies are fast becoming available as cloud services. These include face recognition, emotion recognition, translation, and gesture recognition. This talk describes the available services, discusses how to integrate them with speech technologies, and reviews a number of ideas for new applications based on the combination of speech with other intelligent services.

“On-hold” has been the black eye on the caller experience for years. The on-hold portion of the customer interaction has been largely the same—really bad. While the user waits in the call center queue, give the caller control of a personalized call waiting experience which might include choosing licensed music (country, pop, rock, sports, etc.), presenting relevant messages based on their customer profile and history, providing an estimated wait time, and offering to call the user back. Let’s make the “on-hold” time enjoyable and useful.

Check out Aspect’s NLU Lab, powered by our team of experts and dedicated to the advancement of chatbot applications through the sharing of knowledge, best practices, experiences and success stories.

Learn more at aspect.ai
SUNRISE DISCUSSIONS

8:00 a.m. – 8:45 a.m.
SD301 • Is It Time to Throw Our IVR in the Trash Can?
David Attwater, Enterprise Integration Group

We look at how digital transformation is affecting call centers and how speech technology is helping to meet the new needs that are emerging. We cover key issues such as the following: Who still calls enterprises and why? Is self-service in the IVR going away and if not, why not? Why are greater and greater demands being placed on natural language in the IVR?

SD302 • Future Speech-Enabled Applications
Darla Tucker, Director, Solutions Development, Convergys

This is a brainstorming session for creative and useful new speech applications. Attendees can suggest all kinds of applications including speaking with IoT, speaking to your car, speaking to within VR apps, etc. The list of possible apps could be useful for planning future products. Come and help define the future of our industry.

SD303 • A Radically New Approach to Self-Service
Tobias Goebel, Director Emerging Technologies, Aspect Software

Suppose we switch our mindset of new self-service projects from IT-centric to people-centric and include them in our workforce management, training, mentoring, and planning efforts? What if you treat them as digital employees that are only a new hire once, trained like their human counterparts, and thus perform constantly better over time, never get sick, work 24/7, never leave? The ROI becomes tremendous, and the resulting customer experience, superior. This talk explores what this transformation would mean for businesses and vendors alike.

KEYNOTE

9:00 a.m. – 10:00 a.m. • Grand South/Central
Humans in the Loop: NLP, Ontology, & Active Learning Applied for Text/Speech/Video
Paco Nathan, Director, Learning Group, O’Reilly Media

Recent research has applied advanced NLP, machine learning, graph algorithms, and ontology work to automate transcription for audio/video content. Transcripts are parsed and indexed for search and recommendations and also automatically summarized for editorial use. In particular, a human-in-the-loop design pattern, based on Jupyter notebooks and other open sources, was applied to improve results—blending AI apps with human expertise. Those results in turn have been used to develop conversational interfaces (Alexa, etc.) for speech applications and intelligent assistants that make learning materials more accessible. This talk presents how AI apps in media help resolve important issues for both editors and consumers.

10:00 a.m. – 10:45 a.m.
BREAK in the Expo Hall

10:45 a.m. – 11:30 a.m.
A301 • Security & Fraud Prevention Using Biometrics
Mia Puzo, Fraud Prevention SME, Nuance

Learn how biometrics uniquely balances security and convenience while bringing a new level of personalization to customer service. Discover ways in which AI can help create biometric watchlists that spot abnormal activities as they happen. Compare the features and benefits of various types of biometrics. Explore use cases for biometrics and real-world examples.

B301 • Case Study: How Speech Technology Is Transforming Brick-and-Mortar Retail
Jesse Montgomery, Senior Speech Technologist, Theatro Labs

Learn how Theatro is transforming retail by equipping tens of thousands of hourly retail associates with a voice-controlled personal assistant, enabling them to communicate with one another, with store management, and with back-end systems. Our mobile virtual assistant solution provides a software suite of productivity and communication applications through a SaaS (Software as a Service) offering designed to optimize employee, sales, and operational performance.

C301 • A Compass & a Life Preserver
Brenda Gutierrez, Senior Voice Interaction Designer, USAA

As designers, we strive to discover the true problems and opportunities to solve, but often we don’t get the chance. Learn how we use techniques such as usability street intercepts, interviews, and mental modeling to seek out real user problems and rapidly learn directional clarity before starting to design solutions. Since early design research is grounded in real people, directional insights can also be used to alter business scope. Often, this results in a happier business partner and a satisfied customer.

D301 • Deep Learning Improves Speaker Verification Accuracy & Trait Extraction
Peter Soulieris, Founder & CEO, Voice Biometrics Group

Voice Biometrics Group has developed a noise modeling system based on deep learning algorithms. Soulieris describes the challenges of using prior noise filtration techniques and why newer, learning-based algorithms are able to perform better by cutting EER by 40% or more. He discusses how these techniques can be applied to gender classification, emotion detection, and channel identification. Although highly technical in nature, this presentation is framed in common, everyday terms that business decision-makers can understand.

11:45 a.m. – 12:30 p.m.
A302 • Are You Protecting Your Customers?
Jessica Baeten, Manager, Business Operations, Strategic Initiatives

From data breaches to the latest phishing scam, are you prepared to ensure your customers’ data is protected? Baeten reviews methods used to authenticate callers in contact centers. Learn about popular methods (PINs and passwords), current recommendations (voice biometrics, using multiple factors ...), and what the future of authentication will look like (behavioral biometrics, predictive analytics ...). Are you prepared to protect your customer?

B302 • Case Study: From Concept to Reality—Conversational Agents in the Real World
Kenneth Conroy, VP, Data Science, Finn.ai

Conroy discusses how Finn.ai developed a production-ready, virtual banking, and conversational agent in Facebook Messenger. He deep dives into the decisions around building conversational agents in-house vs. working with existing vendors: what to consider, what to look for, and constraints on both ends. Learn what tooling is available, how to leverage natural language processing and big data in a functional capacity. Conroy makes recommendations about how to build such an environment.

C302 • Super-Human Augmented Reality? Yes, Please!
Cateyln Orsini, Voice Interface Architect, Pantronics

Because the augmentation of reality will take many forms, it’s imperative that we integrate vision, touch, hearing, and speech into new sensing environments to create a truly natural, human experience. This session covers the relationship between technology and our human
senses and offers insights to those working on AR projects or foundational, IoT frameworks that may help AR emerge as a human senses-led technology that people will actually welcome and enjoy.

D302  DNN Triplets Approach to Avoid Voice Biometric Spoofing
Ciro Gracia, Voice Biometrics Research & Development Engineer, Verbio Technologies
Fraud countermeasures are one of the most relevant topics today. Many companies rely on voice biometrics to obtain natural and usable identity verification services. However, security breaches could be caused by recordings, audio manipulation, and even synthetic voices. Learn about latest development in biometric countermeasures systems and advanced spoofing attacks detection with the most recent deep learning training schemes.

12:30 p.m. – 1:00 p.m.
LAST CHANCE to visit the

1:30 p.m. – 4:30 p.m.
SpeechTEK University
These sessions are included with your purchase of a Platinum Pass or may be registered for separately. See pages 6 for details.
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THE SMART CUSTOMER INTERACTIONS EVENT

Renaissance Washington, DC Downtown Hotel
WASHINGTON, DC

APRIL 9–11, 2018

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**Aculab** offers Voisentry speaker verification, Aculab Cloud APIs, gateways, and more. Aculab’s Voisentry speaker verification system enables the simplicity and convenience of verifying by voice as an alternative to agent-led ID&V. Voisentry facilitates an unobtrusive and intimate customer experience, enhanced fraud security, agent advocacy, and time and cost savings.

**Convergys' Customer Interaction Technologies**
offer channel and technology-agnostic solutions that fit seamlessly into client environments, regardless of infrastructure. In addition, our outcome-based delivery model takes the risk out of digital transformation by providing service level agreements based on achievement of key performance metrics.

**GoVivace Inc.** specializes in speech technologies such as speech recognition and voice biometrics and emotionally intelligent dialogue with use of gender, accent, emotion and age identification. We enable IVR, call analytics, closed captioning, dialogue-based mobile apps, IoT applications and education. GoVivace also provides speech and language software consulting services that focus on your specific needs.

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**OneReach.ai** is a second-generation conversational platform shaped by years of research and data from its predecessor. Join more than 10,000 non-developers and developers to create meaningful bots and AI experiences that people enjoy using, operate in any channel, and are powered by the latest artificial intelligence.

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**Speech-Soft Solutions** is a global solutions provider deploying innovative customer experience products, tools and technologies. We specialize in customer interaction strategy, conversational speech and omni-channel chat/AI-enabled applications (NLU, virtual assistant). Our experts collaborate with you and industry leading partners to deliver measurable business results easier, faster and with better value.

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**Artificial Solutions**
At Artificial Solutions we make technology think! We believe that people should be able to interact with technology intelligently using their language, their terminology, across whatever device or service they choose. Our technology uses a form of AI we refer to as Natural Language Interaction (NLI). Delivered through our Teneo platform, it allows non-specialists to rapidly develop enterprise strength, conversational applications that reason, analyze, and react—just like a human.

**GoVivace Inc.**
Omilia is an omni-channel virtual assistant platform provides a seamless human-like end-to-end conversational experience for self-service across all channels. By leveraging the Omilia technology stack, large enterprises can transform their call centers into a next-generation digital experience, say goodbye to complex IVR menu trees and poor customer service, and deploy the same chatbot on any digital text channel, all from the same exact application!

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**Convergys**
Our solutions engage consumers, empower agents, significantly improve customer engagement. Our strong, intuitive customer experience, enhanced fraud security, agent advocacy, and time and cost savings.

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