

# Trading up

**In 2001, E\*TRADE integrated web and phone self-service with Tellme. Today, they extend their leadership with Tellme's latest features.**

## BETTER PERFORMANCE

### Task completion rates: the key to measuring ROI on your IVR

Companies with large call volumes notice dramatic shifts in cost savings and caller satisfaction as a result of small movements in task completion rates.

### Every point counts

When it comes to IVR performance, a little goes a long way. Recent features on the Tellme platform have contributed to a 2 point improvement in task completion rates, which can mean \$4 million in additional annual cost savings for typical Tellme customers.

### When is 2% greater than 25%?

Other speech technologies claim large percentage improvements in various metrics, but those improvements don't necessarily make any appreciable impact on task completion rates. When evaluating IVR systems, remember to focus on the metric that matters: task completion rate.



Get tips on how to define and measure task completion rates from the white paper "Maximizing IVR Value". Download from [www.tellme.com/spring09](http://www.tellme.com/spring09) today.



### Company Profile

E\*TRADE FINANCIAL is a global financial services leader, delivering value and innovation to millions of customers in more than 40 countries worldwide.

### Why E\*TRADE chose Tellme

When E\*TRADE first decided to switch to Tellme, their customer self-service systems weren't communicating with one another. Attempts to

integrate existing phone and web infrastructures that utilized incompatible technologies – each with their own business logic, hardware, and integration to back-end systems – looked very costly and difficult.

### An integrated solution

E\*TRADE engaged Tellme to create a single, secure, seamlessly-integrated network of technologies that marries VoiceXML, Interactive Voice Response (IVR), telephony, and internet infrastructure. The user experience was designed to provide the most relevant information quickly to callers, then enable them to act on that information with a streamlined stock trading process. With a newly-unified phone and web infrastructure, E\*TRADE saw trading volumes in the newly designed IVR increase by 15%. Callers enjoy more self-service success, and E\*TRADE is saving the costs normally associated with maintenance, upgrades and adoption of new technology, estimated at \$30 million per year.

### Continued improvement in 2009

E\*TRADE is one of the first customers to deploy Tellme's latest features in speech and audio. E\*TRADE is among the first clients to use the new Tellme speech and audio features for customer calls. Offline tests in preparation for the deployment have achieved 91% of correct handling of utterances, improving task completion rates by 2 points. With these promising initial results, E\*TRADE plans to use Tellme's improved speech features on more customer calls by the end of 2009.



See how our newest features improve caller success and support your VoIP strategy [www.tellme.com/spring09](http://www.tellme.com/spring09)