

Getting to know callers

A directory assistance service gains actionable insights from reports on the application management portal Tellme Platform Central.

BETTER PERFORMANCE

“The new segmentation-based reports in Tellme Platform Central give me better visibility into what’s happening with callers and the ability to plan better product enhancements.”

- Principal Program Manager
Directory Assistance Products

Solution Notes

- Instant access to millions of calls and searches a month
- Detailed caller type and segmentation-based reporting
- Insight into weekly and daily usage patterns
- Easy comparisons across multiple data dimensions
- Task-based reporting drives more actionable product and customer insight



Business Challenge

A national directory assistance and search service handling over 40 million queries every year wanted to continually optimize the performance of their service, to provide their customers with the most accurate, automated search experience, while keeping operating costs and error rates to a minimum.

Although the service and supporting applications were quite mature, this provider faced a number of challenges that prevented it from maximizing the number of callers successfully finding their target listing. First, the scope of their offering required them to cover a vast, dynamic, and diverse set of listings for their callers. Secondly, as they labored to keep on top of the constantly changing stream of data and continue to improve their search accuracy rates, they were investing significant resources every month into mining their data to derive actionable insights.

Tellme Solution

While the management team for this search product already had strong performance management processes in place to plan for regular changes to callflows, grammars, and pronunciations, what the client needed was quicker insights into which changes had the biggest impact on performance. Not only did they need to pinpoint the effects changes had upon their applications’ performance, but also how different types of callers were using (and succeeding with) the system. They found these answers through Tellme Platform Central, a website that helps businesses manage, analyze, and optimize their voice applications running on the Tellme IVR service.

By using **comparative analysis and reporting** capabilities, product managers and business analysts were able to rapidly uncover new insights about calling patterns, trends over time, and “trouble points” for each caller segment. As an example, with the help of several new tools on Platform Central, the product team identified UI and speech improvements that helped drive a 14% reduction in average handle time, meaning that callers were getting accurate search results faster.

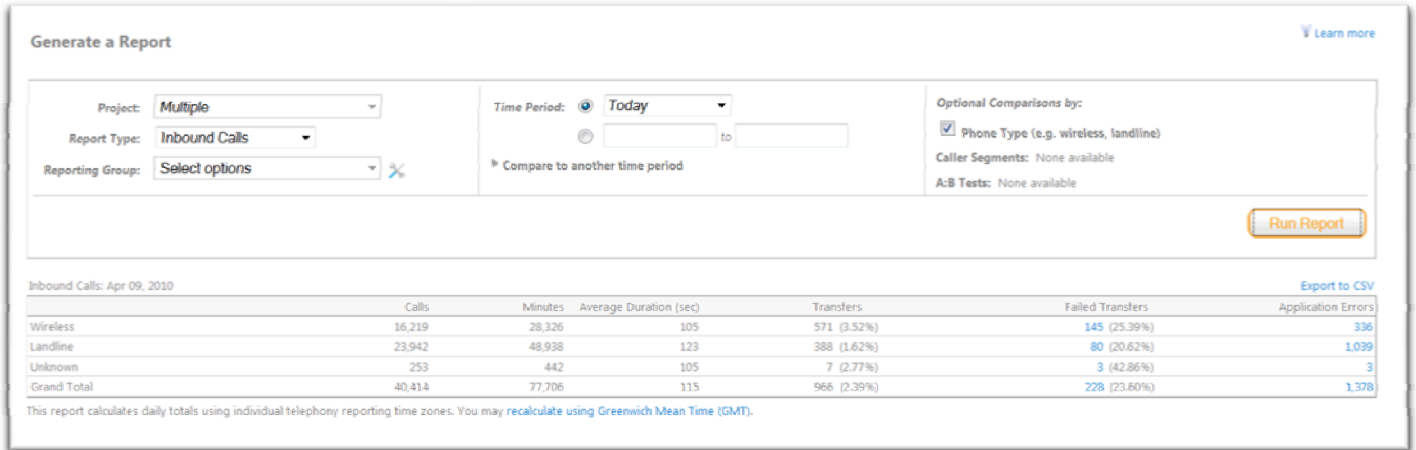


Figure 1 Reports on Tellme Platform Central can segment callers by phone type. Applications can define additional custom caller segment types based on specific application needs.

ANALYST ASSESSMENT

“Tellme offers robust platform management tools and services and offers exceptional management and reporting capabilities.”

- Elizabeth Herrell
The Forrester Wave™: Network-based IVR/Voice Portals, Q2 2009, Forrester Research, Inc. June 15, 2009.

Significant savings and streamlined management

The true value of data-driven insights is the improved performance and financial results that result when incorporated into the product. This directory assistance provider used the analysis from Tellme Platform Central to drive task completion rates up a full two percentage points.

A second order benefit of using Platform Central is a decrease in the amount of time spent generating data and analysis in the first place. With the legacy solution they had been using, dedicated analysts spent up to 10 hours a week just managing data and creating reports. Now, Tellme Platform Central automatically manages data and creates views into the data, allowing a single business owner to review, manage, and drive roadmap decisions for each caller segment.

For their next step, the product team is planning to use the powerful Platform Central tools for further task-based analyses of callers who abandon incomplete searches in the application, looking for opportunities to optimize the user interface by further clarifying prompting, streamlining error recovery, and hopefully decreasing the number of hang-ups in the application.

