

Natural Language Call Steering

Reduce misroutes, caller angst,
and operational costs.

Customers calling your contact center are often forced to navigate through a series of unfamiliar choices or a complex menu maze. Some callers give up in frustration and request an agent, only to be transferred when they reach the wrong one. Meanwhile, your existing self-service applications may sit idle because callers can't find them.

Call Steering is a call routing solution that lets your customers use their own words to describe why they are calling. It then routes your callers to the right self-service application or agent group. Getting callers to the right place fast will not only improve their customer experience but also save you money on each call.

Traditional speech systems are limited to recognizing a fixed set of responses. They can't expand to anticipate everything a customer might say. Call Steering uses natural language, based on statistical

models of how callers ask for help, to understand why customers are calling. It is more successful and efficient in getting callers to the customer service option they need instead of relying on a maze of cascading menu options.

By using natural language to get callers where they need to go quickly, you'll save money by automating more calls and by reducing misroutes that result in agent-to-agent transfers. You'll create more satisfied, loyal customers by making it easier to give them good service. You may even get some insight into why your customers are calling so you can make decisions to improve how you provide self-service or how your agents handle calls.

A company with 5M calls a year, 30% automation, and a 25% misroute rate could save well over a million dollars a year with Call Steering.

"It was kind of like putting your IVR on steroids."

— Bob Artz,
Senior Director of Call Center Operations, Bright House Networks

Call Steering gets your callers to the customer service they need, fast.

- **Decrease operational costs.** Improve containment rates, reduce misroutes, and decrease call routing time by accurately and efficiently routing callers and encouraging self-service.
 - **Make it easier to get good service.** Reduce customers' time and effort to find the right self-service application or agent.
 - **Learn why customers are calling, in their own words.** Uncover opportunities for new self-service and agent specialization when you capture and categorize what callers tell you about the reasons for their calls.
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	Original	Call Steering	Savings
IVR containment	30%	33%	\$750k
Misrouted agent calls	25%	15%	\$350k
Time to Route	1.0 min.	0.9 min.	\$25k
	TOTAL ANNUAL SAVINGS		\$1,125k

Assumption: \$5 saved per automated call, \$1 spent on each misrouted call, and a \$0.05/minute rate for IVR calls.

Natural Language Call Steering for Contact Centers



Features and Benefits

- **Decrease Costs** – Improve containment rates, reduce misroutes, and decrease call routing time.
- **Natural Language for Best Performance** – Call Steering allows customers to describe their needs in their own words, thanks to pre-trained statistical models based on real customer calls.

Traditional speech recognition systems are limited to a fixed set of responses and cannot expand to cover everything a customer might say.

- **Provide Better Customer Service** – Make a great first impression on callers that encourages them to find and use your self-service applications quickly and with less effort.

- **Guaranteed Performance** – Customers who sign up for a quarterly optimization program get guaranteed savings; improved call routing boosts IVR performance and reduces agent transfers.
- **Deploy in 90 Days** – Nuance offers the FastStart Approach implementation service for contact centers who want to deploy Call Steering to an existing self-service system and be up and running in 3 months.
- **Proven Technology** – Call Steering is built on Nuance Recognizer, the market leader in network-based speech recognition. Call Steering is certified for use on leading IVR platforms from companies such as Avaya, Cisco, and Genesys.
- **Rely on Nuance's Expertise** – With over 170 deployments globally across 18 different languages, the Nuance Professional Services team has more experience deploying natural language call steering systems than any other organization worldwide.



About Nuance Communications, Inc.

Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit nuance.com.