

# **Angel.com Learning Guide**

Understanding and Creating Angel Voice Sites



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## 1 Before You Begin

This document will give you an overview of the relevant concepts of Angel.com and Angel Voice Sites. More detailed help and specific instructions on each feature can be found in:

- Context-sensitive online help
- Dedicated “how it works” sections on our templates
- Self-explanatory descriptions throughout our Site Builder interface

If you have any questions that are not answered by these resources, please send an email to [support@angel.com](mailto:support@angel.com).

## 2 Understanding the Basic Concepts of Angel.com

### 2.1 Analogies between Angel Voice Sites and Web Sites

To help you understand the concept of a Voice Site, we'll make a comparison between Voice Sites you access by telephone and Web sites you access on the Internet.

Angel Voice Site	Web Site
Voice Page	Individual Web Page
Home Page	Home Page
Voice Site Number & Voice Page Number	URL or Web Address
Main Voice Pages	Top-level pages of Web Site
Secondary Voice Pages	Second-level Web Pages
Site Keywords	'Tabs' giving access to top-level web pages
Page Keywords	Hyperlinks within a web page
System Keywords for Callers	Standard Web Browser Buttons (Back, Home)
Angel Site Builder	MS Frontpage
Angel Access Number	Internet Connection

### 2.2 Voice Site

An Angel Voice Site is made up of Voice Pages, which are linked together by keywords and accessed by phone through an Angel Access Number. Like a Web site, every Voice Site has a unique numeric address or URL and a home page, which is the first page that callers hear.

### 2.3 Voice Pages

Voice Pages are the building blocks of Angel Voice Sites, and they define the interactions between the caller and the system. Voice Pages hold your Voice Site content in the form of sound files or digitized text. They allow your callers to perform actions in your Voice Site such as asking questions, being transferred to another phone number, and leaving a voice mail message. Callers' actions depend on the type of Voice Page they are listening to in your Voice Site.

Voice Page Types:

- Message Page - interactive delivery of audio clips
- Question Page - speech-based data capture
- Call Transfer Page - intelligent call routing
- Voicemail Page – advanced voicemail system including message retrieval via Web, email and phone

## 2.4 Keywords

When somebody calls your Angel Voice Site, the speech recognition system is listening for certain keywords. When the caller says something (an 'utterance'), the system compares what was spoken in real-time with every keyword that is defined on your Voice Site and determines if they match. When the system finds a match, it will trigger the appropriate action. All Angel Voice Sites contain keywords for callers and separate keywords for site owners. System keywords are shared by all Angel Voice Sites while site-specific keywords can only be used for navigation on a specific Voice Site.

### 2.4.1 System Keywords

Just as the back and home buttons on your browser apply to all Web sites and Web pages, the System Keywords on Angel are words that callers can say at any time on any Voice Site to give commands that are independent from the individual Voice Site structure and will always generate the same system behavior. There are separate system keywords available for site owners and for callers.

#### 2.4.1.1 System Keywords for Site Owners

Voice Site owners can manage their Angel account on the telephone. Every Voice Site contains a set of keywords that allow you to sign in (using your PIN) and perform the following functions:

- CHECK MESSAGES – to access voice mail
- RECORD – to modify the content of a Voice Page

#### 2.4.1.2 System Keywords for Callers

Callers use the following verbal commands to navigate any Voice Site:

- REPEAT – to play the content of the current Voice Page again
- GO BACK – to go to the previous Voice Page
- HOME PAGE – to go to the home page of the current Voice Site
- HELP – To access help on how to use a Voice Site

### 2.4.2 Site-Specific Keywords:

When building a Voice Site, you can define your own speech commands that callers will use to access specific Voice Pages. Simply type the keywords into the appropriate text fields on the Angel Site Builder to create the site's navigational structure.

There are two types of site-specific keywords:

- Site Keywords: Top-level site navigation. Callers can say Site Keywords at anytime to access your site's main categories.
- Page Keywords: Page specific navigation. Callers must be on a certain page for Page Keywords to work.

## 2.5 Access Number

In order to access Voice Sites, they need to be connected to one of Angel.com's access numbers. This access number is a 10-digit U.S. phone number that can be called from any telephone. Angel.com offers both local and toll-free numbers via its online provisioning system. This is available on the "Your Account" tab on our web site.

### 3 Building Voice Sites

#### 3.1 Using Angel Templates

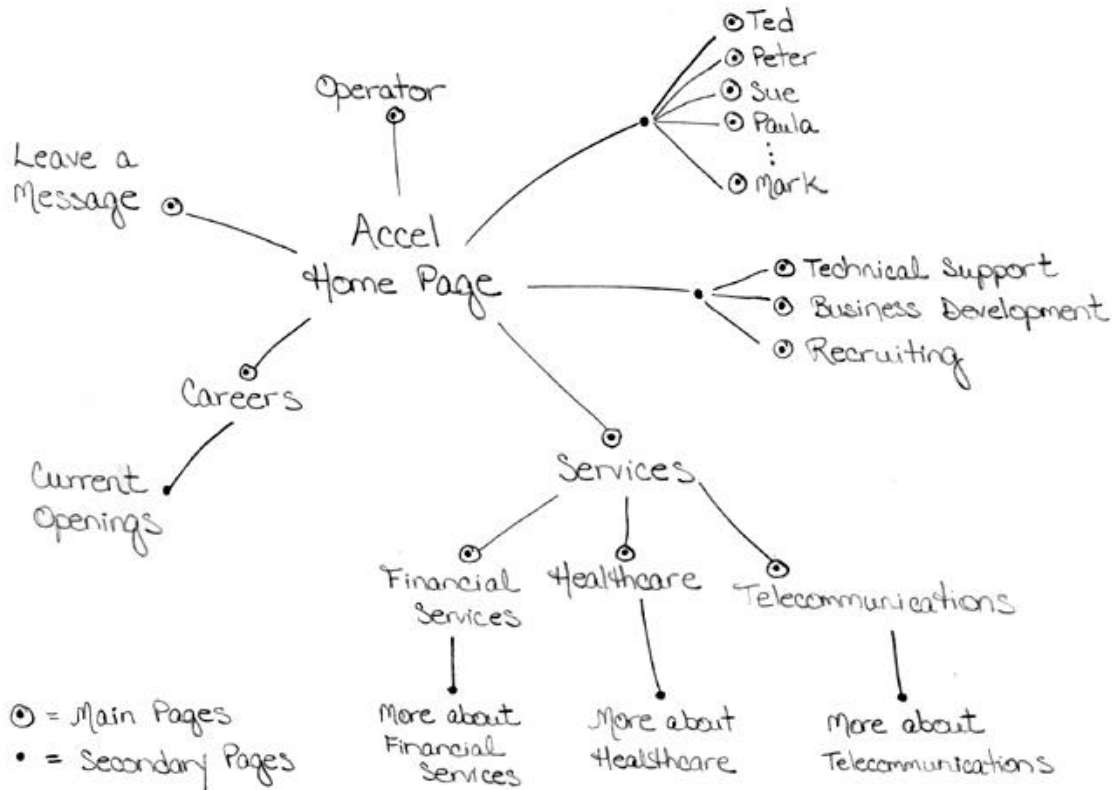
We strongly recommend that new users of Angel try one of the featured templates for two main reasons:

1. Angel templates are the easiest and quickest way to create a professional, industrial strength Voice Site. They require no prior knowledge and are presented in a simple web-based form or wizard.
2. Angel Templates also represent best practices in Voice Site design. This makes them a great way to learn important aspects related to structuring Voice Sites, wording of prompts, using keywords and sound marks, etc.

Every Voice Site created using an Angel Template can be subsequently customized and enhanced with our Angel Site Builder tool, enabling you to get a quick start without having to compromise on future flexibility.

#### 3.2 Planning a Custom Voice Site

Depending on the size and complexity of your planned Voice Site, it might be useful to sketch out your application before you start creating it. One technique that has proved to be very effective is what we call a 'mindmap'. Starting with the homepage of your Voice Site in the center, you are 'spiraling' out to the main pages and subsequently to secondary pages.



Graphic 1: Sample 'Mindmap' for Business Voice Site

### 3.3 Using Angel Site Builder

Angel's Site Builder tool allows you to change any aspect of your Voice Site in real-time. Use the Angel Site Builder to add or remove Voice Pages, upload sound files, and modify your Voice Site navigation or keywords.

If you decide to build a custom Voice Site from scratch, you will save time and obtain the best results by following these steps. Detailed directions are below.

- 1) Add the main content pages (top-level site content).
- 2) Create Site Keywords from your main pages so your top-level content can be accessed from anywhere within your Voice Site.
- 3) Go back to your home page and ensure you have given callers the Site Keywords to navigate your Voice Site. Call your Voice Site to check it out.
- 4) Add secondary Voice Pages. Return to each main page to ensure you have told callers the appropriate Page Keywords. Call your Voice Site to check it out.
- 5) Optional: Add Touchtone Navigation Options and call your Voice Site to check it out.

Once you have called your voice site and like how the various pages can be accessed, continue to 3.4 (Content and Audio Production)

#### 3.3.1 Adding Main Voice Pages

Once you have determined the main functions of your Voice Site, you should start by adding these Main Pages through the Angel Site Builder using the appropriate Voice Page types. The type of Voice Page you should choose for each of your main pages depends on the purpose and desired function of your Voice Site.

Examples:

- If you're creating a virtual receptionist or call routing application, these main pages are predominantly call transfer pages to employees and departments of your organization.
- If you're creating a product information system, the main pages are message pages that represent the various product categories.

There is virtually no limit on the number of main pages your Voice Site can have. Again, it is up to you to define the optimal structure of your Voice Site. In some cases, a flat structure (i.e. most pages of the Voice Site are main pages which can be accessed from anywhere) might work better than a hierarchical structure (i.e. few main pages, but multiple layers of secondary pages) and vice versa.

#### 3.3.2 Creating Site Keywords

The next (and critical) step is to define which keywords callers can say at any time within your site to access the main pages you just created. The Angel Site Builder provides a simple tool to set up these Site Keywords.

Here are some things to consider when defining Site Keywords:

- Anticipate what callers are likely to say.
- Confirm that Site Keywords match the instructions you give callers on the home page. Use the home page to instruct callers what they can say on your Voice Site.
- Keywords can be either simple words —*options*, *operator*— or entire phrases —*I would like to speak to a sales agent*.
- Be sure that your keywords for separate pages do not sound too much alike when they are spoken. Instead of using *sale* and *cell* for two different Voice Pages, make a clear distinction by using *sale* and *mobile*.
- Include all appropriate synonyms for the same page, separating multiple keywords with commas —*technical support, tech support, help desk*.

- If your Site Keywords are names or cities:
  - Include common variations —*Robert, Bob, Bobby,*
  - Include a 'phonetic' spelling for names that might be hard to pronounce or understand —*Antonio Garceea*— instead of *Antonio Garcia*.
- If your Site Keywords are phrases, also include likely alternative phrases —*Leave a message, Can I leave a message, I want to leave a message, Message.*
- Do not forget to include standard features into Site Keywords, such as —*What are my choices*— or —*Operator*.

Adding the main pages to Site Keywords will give your callers a convenient and simple way to always return to the main categories of your Voice Site content no matter where they currently are in your site.

### 3.3.3 *Modifying Your Home Page*

The Home Page is the first Voice Page callers hear when they visit your Voice Site so you must be sure you have given callers the Site Keywords needed to navigate your Voice Site.

Typically, the Home Page is a message page and includes

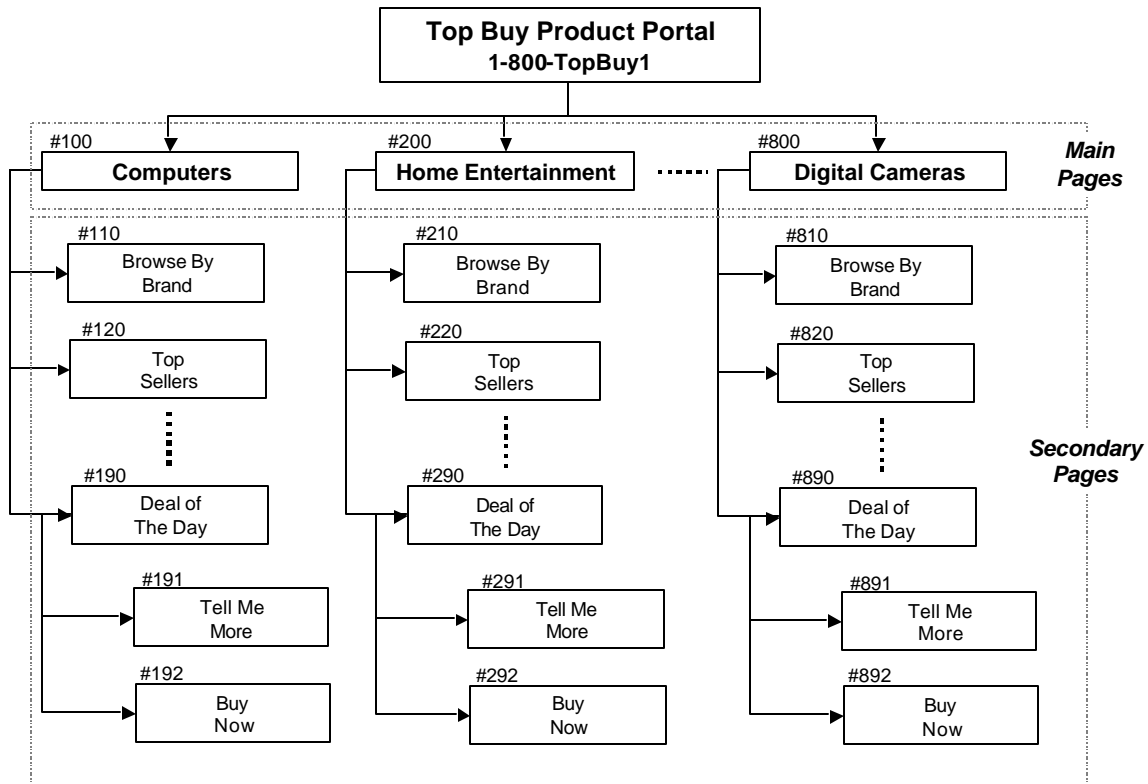
- A brief 'welcome' statement to inform the caller who he has reached:
  - ***“Welcome to Acme Corporation”***
- Instructions that explicitly tell the callers what they can say:
  - ***“Just the say the name of the person or department you would like to reach”***
- Optional: Provide an indication that the system will give more specific instructions:
  - ***“... or just hold on for a list of options”***
- Include a list of options:
  - ***“Your options are Sales, Technical Support or Marketing ... you can also say Leave a Message or Operator to talk to a live person.”***

Finding the right wording for these messages is critical, so a good way to get started is to copy the best practice wording from one of our templates.

### 3.3.4 *Adding Secondary Voice Pages*

Secondary pages are the parts of your Voice Site that can be accessed only by saying a Page Keyword from a specific main page (and not by saying a “Site Keyword” at any point while navigating your Voice Site).

For example, an electronics store could set up a basic Information Voice Portal. The main pages consist of the typical categories like home stereos, computers, and digital cameras. These categories are used as Site Keywords, so callers can say “Computers” at any time. Secondary Voice Pages located under the computers category could be “Top Sellers” or “Deal of the Day”. The Voice Page that talks about the “Deal of the Day” for computers can be accessed only within the computer category, thus it is a secondary Voice Page.



Graphic 2: Sample Setup of Main Pages and Secondary Pages for Business Voice Site

There is no limit in the number of levels or hierarchies. However, our experience shows that callers prefer Voice Sites with less than three levels of navigation.

### 3.3.5 Optional – Adding Touchtone Navigation

One of the most compelling features of Angel's technology is the use of Keywords and speech recognition. However, sometimes it is appropriate and helpful to include touchtone navigation in your Voice Site. Using touchtone navigation provides an additional method for all callers to interact with your Voice Site and it provides a backup for callers who are in noisy environments that interfere with speech recognition.

Angel gives you the option to provide up to 10 keypad links to secondary pages from each voice page. One commonly used feature of Angel Voice Sites is to include a global keypad command '0' for a call transfer to an Operator. This should be set up in the Site Keywords section.

## **3.4 Content and Audio Production**

### *3.4.1 Using Text-to-Speech*

When creating content on Voice Pages, Angel provides the option to simply type text you want callers to hear. This text will subsequently be converted into a human sounding voice.

The Text-to-Speech feature allows you to quickly create a rough draft of your voice site that is easy to modify. Once you're satisfied with your site structure and the wording of the options you have presented, you can use the typed text as an "actor script" that you can read as you record your Voice Site content in your own voice over the phone. You also have the option of hiring professional voice talent to add life to your Voice Site.

### *3.4.2 Recording Over The Phone*

The easiest way to replace the digitized voice with your own is to call your Voice Site from any telephone and simply record over any or all Voice Pages. Call your Voice Site and say "Record." Angel will prompt you for your PIN and interactively guide you through the necessary steps.

### *3.4.3 Professional Voice Talent*

For higher volume business Voice Sites you may consider using recordings from trained professionals with years of experience. Angel is working with a number of partners in this market and can help you find the right voice for your business.

### *3.4.4 Using Sound Marks*

Sound marks (or audio icons) are short sound files that can be included in Voice Pages. Sound marks can dramatically improve the usability of Voice Sites and entirely change the caller's experience.

### *3.4.5 Tips for uploading sound files*

Use the Angel Site Builder to upload standard \*.wav files to your account and include them in your Voice Pages. Based on our experience, you receive the best results when using \*.wav files with the following format:

- \*.wav, 8 Khz, 16 bit, Mono

An easy way to convert existing sound files into this format is using MS Windows Sound Recorder.

## **4 Deploying Your Voice Site**

### **4.1 Requesting & Managing Angel Phone Numbers**

You can request additional Angel Phone Numbers for your Voice Sites using the Angel Web interface. Angel maintains a pool of local and toll-free phone numbers to choose from. Once an Angel Phone Number has been assigned to your account, you can instantly designate it as the phone number callers will use to access any one of your Voice Sites.

### **4.2 Forwarding calls to Angel**

Most carriers provide the option to forward your existing phone numbers to any phone number in the U.S. By doing so, your callers will instantly be connected to your Voice Site.

If your business currently owns a toll-free number that you would like to use, you can either route your incoming calls to your Angel Voice Site or transfer your toll-free number to Angel. Please contact us at [support@angel.com](mailto:support@angel.com) for further details.