

CALLER FIRST ASSESSMENT ACCELERATOR



DELIVERABLES

Angel will deliver a detailed **Assessment Findings report**, which includes the following:

- Analysis of current automation effectiveness
- Identification of potential failure points and sources of caller frustration in current interface
- Identification of additional caller needs and automation opportunities
- Quantitative breakdown of automation opportunity
- Text-based sample calls to illustrate proposed changes and additional automation opportunities
- Company Brand assessment with suggestions for voice talent selection and vocal coaching notes

GET YOUR IVR OFF TO THE RIGHT START

Overview

Angel's Caller First Assessment Accelerator is a proven way to solve your customer challenges using voice automation and accelerate a customer engagement solution adoption in your enterprise with actionable recommendations that can be executed in no time. Using the Assessment Accelerator, you'll be able to:

- Uncover what's frustrating your customers and stunting your growth, causing inefficiencies and ballooning costs
- Start making sense of your environment and processes
- Define a possible solution to the issues you are facing
- Learn the cost impact of adopting change or doing nothing at all

Our team of experts works with you to understand your current environment and processes, identify improvement opportunities and then make recommendations based upon industry trends, best practices, and our experience with implementing comprehensive customer engagement solutions. Using our proven Caller First methodology, improve the end-to-end experience your callers have by uncovering tasks that not only have a compelling ROI, but also elegantly solve a compelling problem for your callers.

The result is a customized set of pragmatic next-steps for solution adoption. Angel will work with you to identify and prioritize the next steps based upon your business priorities and goals. As the name of this program implies, putting the Caller First is our objective.

How the Assessment Process Works

A principal VUI designer at Angel will be engaged throughout the Assessment process, and will oversee a professional services engineer for the technical assessment. Angel will engage with members and managers of your call center, as well as business stakeholders, marketing managers, and technical leads. Once a thorough analysis of your core competencies and current work flows has been conducted, Angel will provide knowledge about your company's key brand tenets, identify areas for improvement of existing automation, and expose opportunities for additional automation.



Angel is on-demand and all reports can be accessed online wherever there is an internet connection.

Angel will deliver a multi-phase plan that prioritizes the proposed additions to your IVR, taking into account the level of effort, technical requirements, business impact (ROI), caller impact, and call center impact for each recommendation. The assessment will include the following steps:

EXISTING CALL FLOW ANALYSIS

The designer will review all existing call flow documentation, and place test calls into the current IVR applications to gain deep knowledge of existing automation. During this phase, the designer will:

- Identify potential failure points and sources of caller frustration in the current interface.
- Assess the cognitive load placed on callers by the current call flows.
- Analyze adherence to your company's brand tenets and determine the current level of brand extension by your IVR applications.
- Perform a gap analysis between your call flows and the current industry, and Angel best-practices for IVR user-interface design.

CALL CENTER LIVE INTERACTION ANALYSIS

Angel will seek to gain a deeper understanding of

a typical day in the life of a representative in your call center. Angel will discuss the breakdown of the customer calling population to better comprehend the types of calls that come in, the way in which those calls are handled, including language and terminology used, and brand principals enforced. The designer will:

- Listen to live calls with representatives in each area of the call center
- Debrief with call center representatives to understand "why they say it the way they do."
- Conduct a roundtable / brainstorming discussion with representatives.
- Conduct a final debrief with managers to review and validate initial findings.

TECHNICAL NEEDS ANALYSIS

A professional services engineer will study existing systems to uncover any technical limitations, and identify all technical improvements needed to drive a best-in-class caller experience. The engineer will:

- Understand the technical workflow from the time the caller dials your phone number, to the time the caller spends in automation, to the time the call is transferred to a representative.

- Assess data availability, review all potential data sources – perform gap analysis between available data and data needed to drive an intelligent and proactive end-to-end interaction.
- Assess the ability to pass session data and effectively transition the caller seamlessly through the IVR and into the call center.
- Assess reporting structures currently in place, and identify additional reporting needed to supply actionable knowledge about caller success rates and usage patterns within the IVR.

BRAND ANALYSIS

The designer will learn about all facets of your company's brand, and analyze its current extension through caller channels. During this phase, the designer will:

- Review available brand materials from all mediums (print, radio, TV, web advertising, customer pamphlets and other brand touch points)
- Review customer demographics and identify caller segmentation across various tasks / brands.
- Discover future brand initiatives and potential upcoming call drivers.

ABOUT ANGEL

Angel is a leading provider of on-demand contact center voice automation solutions. The Angel solution delivers value to organizations of all sizes to more productively and efficiently address business problems through the power of voice technology. As a fully hosted solution, no investment in hardware, software, or human resources is required, delivering immediate ROI and easing and simplifying deployment of voice applications that meet unique business needs. Angel is the only provider to offer a web-based toolkit, Site Builder, that facilitates voice menu design through a simple Internet connection and our innovative technology enables complete integration with databases or CRM tools, enhanced scalability and flexible applications. For more information, visit <http://www.angel.com>.

[WWW.ANGEL.COM](http://www.angel.com)

MAILING ADDRESS

1850 Towers Crescent Plaza
Tysons Corner, VA 22182

CONTACT NUMBERS

Direct: 1.888.MyAngel (692.6435)
Fax: 703.997.0314