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CUSTOMER TRANSACTION VOICE RECOGNITION INTELLIGENCE

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CUSTOMER TRANSACTION VOICE RECOGNITION INTELLIGENCE

ABSTRACT

A system and method are disclosed for more efficient transactions on customer voice calls. The disclosed system and method integrate voice recognition technology into industry standard call center flow. The system monitors and transcribes the call into the customer relationship management (CRM) system and searches the knowledge base using the keywords. The search quickly retrieves relevant data to the agent who provides resolution for the customer's problem. Voice recognition then completes the CRM request using the transcribed interaction between the customer and the agent. The system and method disclosed will improve customer experience by reducing the time taken for resolution. It would also reduce time spent on the customer by reducing or eliminating hold time, the time spent by the agent transcribing the customer issue, or time spent filling out the CRM screen.

BACKGROUND

The contact center industry has an industry-wide problem, with customers (callers) being on the phone for too long. Callers normally do not like to call into a contact center for any product or service due to the length of time it takes to complete a transaction. When a caller is on the phone with an agent, much of the time is wasted with the agent trying to figure out the reason for the call, entering data into a customer relationship management system (CRM), and researching the request, before providing resolution to the customer. The industry standard call center flow is as follows. A customer contacts an agent, who listens to the reason for contact and enters the problem in the CRM. The CRM researches the request while the agent places the

customer on hold. After the CRM retrieves the solution, the agent provides the resolution to the customer. The agent completes manually documenting the CRM, thereby ending the transaction.

The problem is that these actions take too much time, which in turn wastes the time of the caller and increases costs (in the billions) to companies trying to provide customer satisfaction. The time spent on the interactive voice-activated (IVR) system, transaction time, hold time, and time to resolve the request (complete the CRM request) can all take upwards of 20-30 minutes per transaction.

DESCRIPTION

A system and method are disclosed here that utilize voice recognition technology to provide inputs to an analysis system for quick resolution of a customer's problem. The voice recognition technology is integrated with the call center tools used during the customer transaction. The system listens to the customer and the agent, and in turn autocompletes any CRM form and automatically researches issues based on the keywords identified in the conversation, and provides relevant data to the agent during the transaction. Call center flow with customer transaction voice recognition intelligence is depicted in FIG. 1.

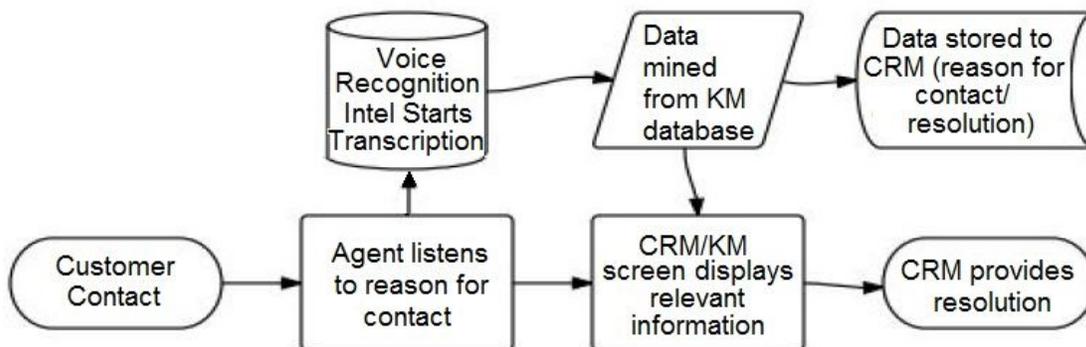


FIG. 1: Call center flow with customer transaction voice recognition intelligence

The call flow as shown in FIG. 1 runs as follows. An agent receives a call from a customer. The system starts monitoring and transcribing the call using voice recognition. The customer explains the reason for the call. The system starts completing the CRM request, using keywords identified in the conversation, and searches the knowledge base using the keywords. The system provides the retrieved search results to the agent, who may quickly identify the customer's requirements from the retrieved results. The agent provides resolution to the customer from the knowledge base. Voice recognition finally completes the transaction on the CRM system, providing reason for the call, with the resolution provided and other data points.

The system and method disclosed will reduce the amount of time spent on the customer by reducing or eliminating hold time, the time spent by the agent transcribing the customer issue, or time spent filling out the CRM screen. The overall interaction time for the customer would be cut in half because of these efficiencies. It also improves other areas such as wait times to speak to an agent, and it is beneficial to the companies as it leads to reduced costs in training an agent. The disclosed system and method are cost effective, smoother, faster, and comfortable for both the customer and the call center agent.