Parlance Perspective

Join us as we take a new look at key ways to improve customer interactions.

# 4 Reasons to Use Speech Self-Service in Your Help Desk

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While several of the most common Help Desk management challenges (greater demand, increasing complexity, lack of reporting/metrics) may seem difficult if not impossible to resolve, speech self-service solutions can deliver a surprising degree of impact on these areas with little of the headaches associated with larger projects such as ITSM platform improvement or communications infrastructure migration. Speech self-service can help streamline, reduce, and enhance the calls coming into your Help Desk, while creating a natural and intuitive experience for callers. With these powerful solutions in place on the #1 most widely utilized Help Desk communications channel, customers, employees, and other callers receive a fast and simple experience, while agents enjoy greater time and availability to patiently resolve caller concerns.

Speech Self-Service and the Caller Experience

Speech self-service is already improving and streamlining caller experiences in many other aspects of the modern enterprise. From switchboard operations to contact centers and even departmental level applications, these powerful call management solutions remove many of the roadblocks and customer dis-satisfiers that have long affected customers. Immediate answer. No hold times. No annoying IVR menus to endure. No buttons to press. Callers make their requests in their own words. In short, speech self-service technology reduces caller effort, making for fast and simple interactions which improve brand perception and increase customer loyalty.

4 Reasons to Use Speech Self-Service

In addition to delivering a more pleasing experience for callers, speech self-service can help agents stay on top of the support queue and spend as much time as needed with each caller to resolve their need. There's no reason to sacrifice caller experiences to balance Help Desk costs. The benefits of speech self-service can increase the availability of your existing agents and enable them to deliver excellent experiences in 4 ways:
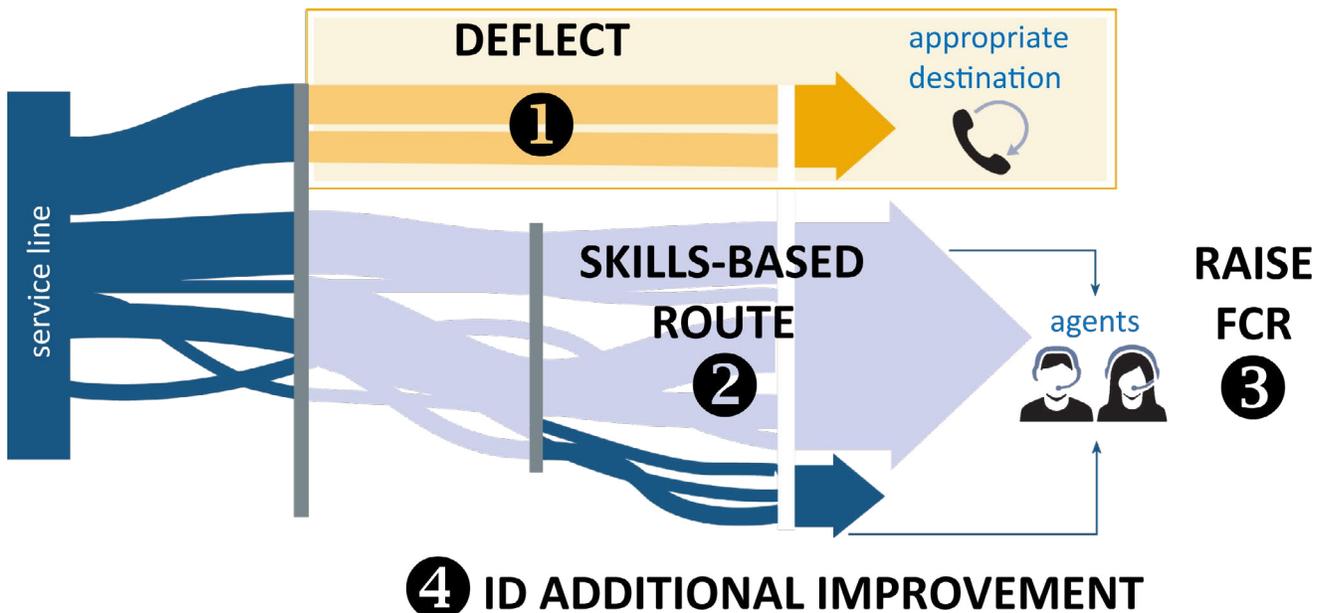
Speech Self-Service solutions offer many benefits to the Help Desk.

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1. **Call Deflection**

   Often callers will dial the first or most convenient number they come across for an organization — regardless of that service line's function. Speech self-service solutions provide the initial greeting and caller interaction needed to determine the caller's intent, and automatically connect calls that don't require Help Desk assistance to alternate service lines, destinations, or employees and away from Help Desk agents. Meanwhile, some Help Desk callers require assistance that may be available from external self-service solutions or online knowledge bases (Password Reset, Microsoft Office usage, etc.), yet they occupy support queues nonetheless. Speech self-service solutions guide callers to the appropriate resource, and can assist them in conducting their password reset process or can read back information from knowledge bases.

2. **Skills-Based Routing**

   Despite the best efforts of IVRs to connect callers to the appropriate agent or skill, a high percentage of callers will merely select the first option in order to bypass the system — no matter what their need. Speech self-service solutions help steer callers to the most appropriate agent or skill in the Help Desk, without the annoyance and frustration of IVR menus. Callers don't have to sit through long and cumbersome menus. They don't have to repeat themselves to multiple agents. They don't have to endure multiple transfers to get to the right person. Speech self-service guides them to the right resource the first time, accelerating the caller experience and reducing the need for agents to triage and transfer calls.

3. **First Call Resolution**

   By deflecting non-Help Desk calls and common self-service requests away from agents and by guiding callers to the appropriate resource, speech self service solutions reduce the number of calls in the support queue. Reduced call load means that agents no longer must race through calls and interactions in order to take the next call in the queue. Greater freedom and availability means they are able to patiently service each call — improving First Call Resolution metrics and reducing customer effort.

4. **Identify Hidden Improvement**

   Qualified speech self-service solution providers can analyze your Help Desk to better understand your caller communities and call management processes and identify additional improvement areas. Robust reporting capabilities and proactive call analysis help uncover pain points or caller roadblocks that can often remain hidden when looking at numbers alone. Digging deep and actually listening to calls (as some speech self-service solutions providers do) can help understand caller behavior, their needs and wants, and more. This analysis is key to fine tuning, modifying, and expanding the scope of these solutions to address additional caller needs and optimize solution impact.

Lower Effort = Greater Loyalty

As outlined above, the benefits of speech self-service bring many different benefits to the Help Desk and to callers. Perhaps top among these caller benefits is the reduction in effort for the caller. No hold times. No IVR

menus. Prompt access to the appropriate resource or agent. Greater agent availability to patiently resolve their issue, etc.

All of these benefits resonate with new studies that show customer effort – not the customer's perception of satisfaction – creates greater brand loyalty. In their book "The Effortless Experience", Matthew Dixon and Rick DeLisi demonstrate exactly why effort trumps satisfaction. Take for instance the correlation between customer expectations and subsequent loyalty. Logic would dictate that the more we meet or exceed customer expectations, the more loyal that customer will remain, correct? Not so fast. Dixon and DeLisi's research shows that, above a certain threshold, you reach the point of diminishing returns on your efforts to exceed customer expectations:
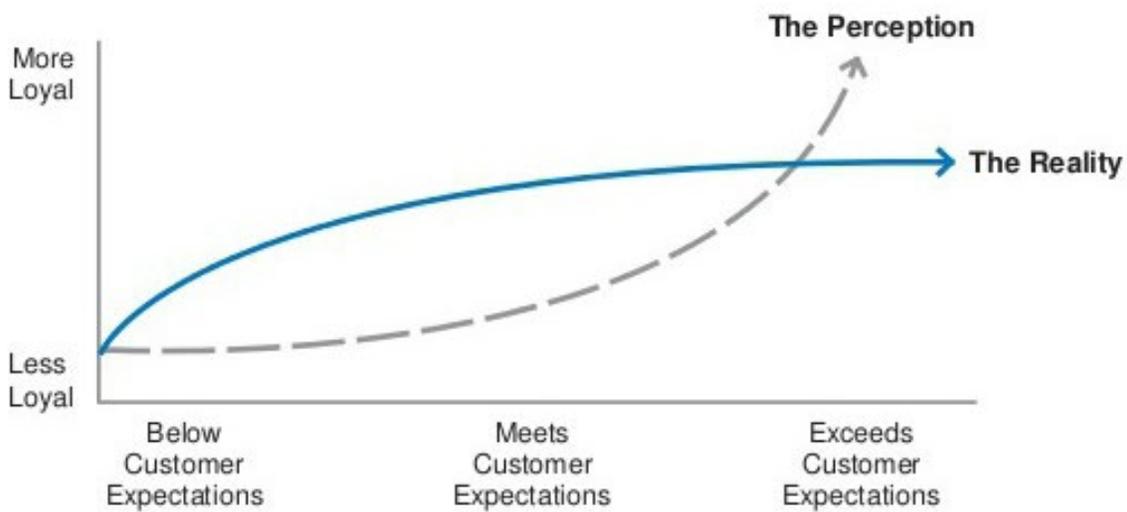
Exceeding customer expectations doesn't necessarily increase customer loyalty.

As demonstrated, investing heavily in trying to delight your customers is a losing proposition. Should that customer come across an easier experience elsewhere, they are more likely to defect to that competitor regardless of their perception of your business. If you flip the equation, and focus your efforts on reducing the effort that customers must put forth in interacting with your brand, you are much more likely to retain that customer:
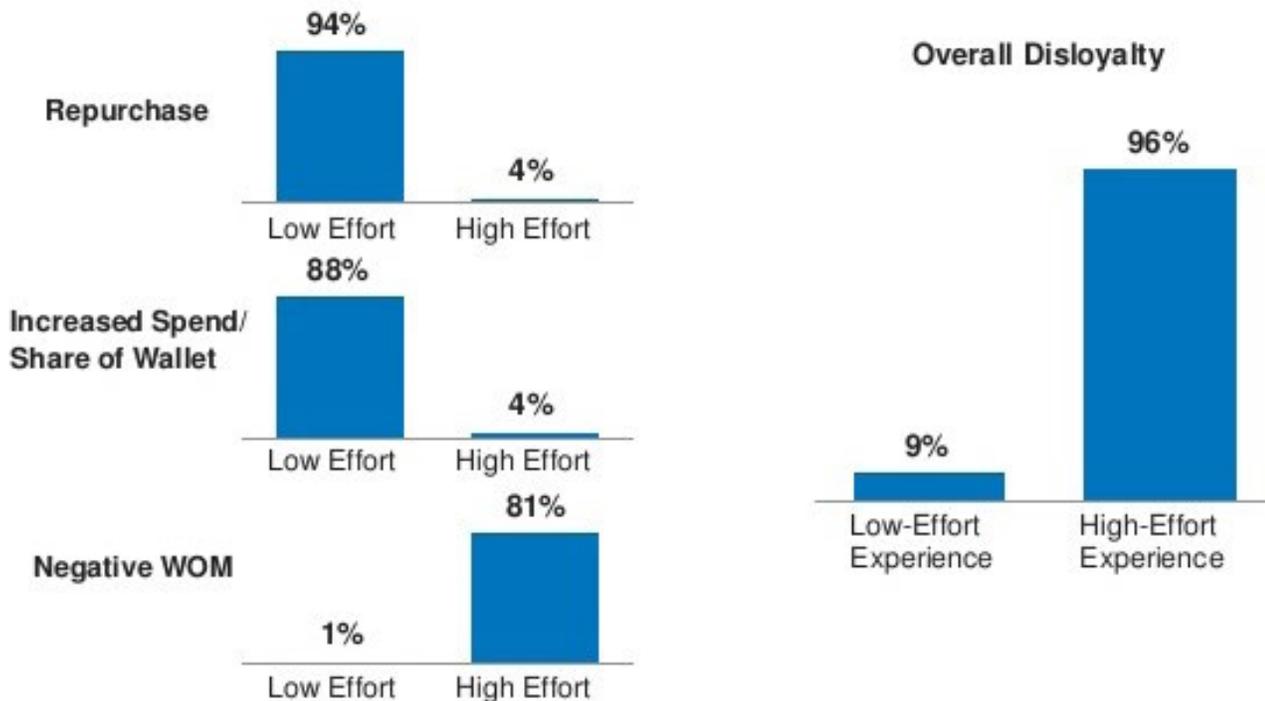
94%

Repurchase

4%

Low Effort — High Effort

88%

Increased Spend/
Share of Wallet

4%

Low Effort — High Effort

81%

Negative WOM

1%

Low Effort — High Effort

Overall Disloyalty

96%

9%

Low-Effort
Experience — High-Effort
Experience

Customer loyalty is more closely tied to the effort the customer must expend.

Delivering fast, simple – and, yes – effortless experiences across your assorted Help Desks, contact centers, and switchboard operations can be an excellent place to start. After all, customers expect your website and your chat functions to be effortless. Yet, they may expect your voice channels to be cumbersome and frustrating – clogged with hold times, IVRs, and unavailable agents. Exceed those expectations with an effortless caller experience and you can begin taking advantage of the effort vs. loyalty synergy.

The Fast Lane to ROI

With the many benefits of speech self-service for the Help Desk outlined above, we would be remiss to omit an important area of value — ROI. Fast and easy to implement (from design to deployment in as little as two weeks requiring no major infrastructure changes or service interruptions) and economical in cost compared to other projects, speech self-service solutions begin making an impact on Help Desk operations immediately, and deliver rapid ROI. From reducing customer effort, deflecting non-Help Desk calls and accelerating connections to the appropriate resource or agent, to minimizing agent triage processes and reducing agent-to-agent transfers, speech self-service solutions can lower costs and improve caller experiences in your Help Desk in one fell swoop.

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The Tip of the Iceberg

The 4 reasons mentioned above are just a few of the ways speech self-service can benefit your Help Desk. Every Help Desk operation is unique, and there are inevitably many other ways this technology can benefit your callers, your agents, and your business.

Contact Parlance today to learn about our Caller Experience Surveys. We'll help paint a picture of your current Help Desk call handling processes and potential problem areas and demonstrate the ways speech self-service can improve operations and reduce effort for your callers. Visit http://info.parlancecorp.com/cx-survey to learn more.

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