



Premium Voices for IVR

When it comes to automated conversations it's not only what you say, but *how you say it* that matters.



Premium Voices. *Easily Said. Easily Done.*

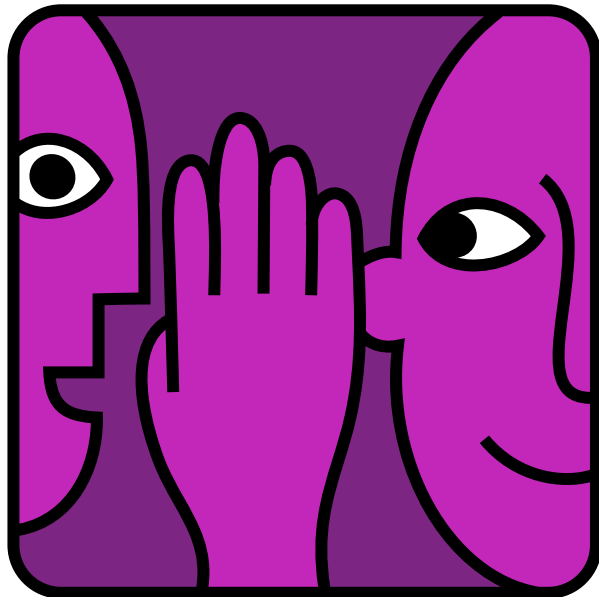


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GET INTERACTIVE:

This eBook contains embedded interactive resources like audio and Flash files. Look for icons like this to launch the files and please make sure your computer speakers are set to “stereo” mode.



What You Say is Important, but *How You Say it* is 5 Times More Critical.

Think about this: your IVR whispers directly into every one of your callers' ear. With each call, you are making a distinctive impression about your company and your brand.

Unfortunately, the robotic disjointed speech offered by many IVRs does little to counter the stereotype of contact centers as impersonal, uncaring, and detached, let alone serve to bolster your company's brand.

Poor recording quality, robotic text-to-speech or the wrong talent selection can have a negative impact on callers' opinion of your company.

Comprehension of Spoken Communication

- 7% from the actual words that are spoken
- 38% in the way in which they're spoken
- 55% from facial cues and body language

Without the exchange of facial cues or body language in an IVR interaction, it is crucial that the voice your callers hear does the best possible job of engaging in effortless conversation.¹

¹The 7-38-55 Rule by Dr. Albert Mehrabian, professor emeritus at UCLA

If the Audio is So Important, Why Do So Many IVRs Sound Bad?

The reasons that IVRs have historically sounded like a confused mix between a robot and a radio announcer is because the approach to IVR audio hasn't materially changed in so many years. Enterprise and developer efforts to provide high-quality audio have been hampered, forcing them to give up quality in exchange for manageability and cost.

- Audio must be pieced together during a call, causing unnatural gaps between words plus unnatural inflections
- The prompts are recorded over years as IVR functionality changes, creating variances in pacing, and tone
- Voice synthesis or text to speech (TTS) sounds robotic when developers blend one TTS voice (ie "Tom") with pre-recorded prompts that are recorded by the company's chosen voice talent "Jim"
- The cost to produce and program IVR apps with the highest quality audio was out of reach for most companies

TRADITIONAL IVR:



Today's flight arrival information from [Los Angeles International Airport] to [Seoul Incheon International Airport] flight [0] [1] [2] departed from [Los Angeles International Airport] on [July] [14th] at [11]:[31] [PM] and arrived at [Seoul Incheon International Airport] at [3]:[40] [AM].

23 recordings stitched together – and you can hear the separation of each!

No More Choppy, Robotic IVR! Vocalizer Premium Voices: The Most Natural IVR Experience Imaginable.

Premium Voices blend pre-recorded and synthesized audio to produce extremely natural audio in real-time, making the most natural IVR experience imaginable.

The secret to this realistic, high quality audio experience lies in the technology's ability to dynamically assemble many different audio files into a clear, flowing statement. Premium Voices eliminate unnatural gaps between words and uses correct inflections so that the phrase sounds natural, using a single voice talent and tens of thousands of pre-recorded phrase sets and voice synthesis training data. Audio is played using Vocalizer, Nuance prompt assembly technology that blends the recorded and synthesized words in real-time, producing dynamic audio so natural it sounds like a single pre-recorded phrase.

Premium Voices are Fast and Easy!

1. Select a Premium Voice that best represents your brand.
2. Nuance provides the required custom prompts, such as "Thanks for calling ABC Bank."
3. Start using the Voice within your app. The app sends a text string, your Premium Voice speaks, blending pre-recorded and synthesized audio seamlessly.

Vocalizer Premium Voice technology dynamically generates every phrase in real-time, combining custom pre-recorded audio with highly tuned voice synthesis plus tens of thousands of pre-recorded phrase sets including street addresses, airports, first and last names, cities, stocks, etc.

PREMIUM VOICES

Deliver a smooth, natural experience and reduce custom audio investments.



Swiftline Airways, Flight 602, Phoenix, to Las Vegas, is scheduled to depart on time at 7:40 AM, from Gate A-18. Would you like me to text that to you?

The Savings Speak for Themselves!

Premium Voices' innovative design creates a listening experience as natural as with your best live representative. In addition to the affordable improvement in audio quality, using a Premium Voice can reduce the time it takes for callers to obtain information in the IVR. By removing the unnatural breaks between words and by layering on intelligently designed phrasing, your callers save time, getting what they need more quickly. And, you reduce cost by reducing callers' time to complete tasks in the IVR. For example:

- Getting account details – 18% reduction in interaction time
- Ordering checks – 14% reduction in interaction time
- Hearing flight status – 50% reduction in information delivery time

In addition to reducing the time for task completion, savings can be achieved through reduced agent transfers and increases in self-service functions. With Premium Voices, you can speak information using a clearer, intelligible IVR voice, personalize the IVR – greeting callers by name, or add functionality that could not be perfectly spoken by IVRs in the past.

Using a business with 24M calls a year:

Even a .25% improvement of IVR call handling leads to the elimination of 60,000 agent calls, which can equal savings of nearly \$300,000 per year (*2M call a month at \$5 per agent call*).



Cultivating a Memorable Customer Experience.

Personalized. Natural. Remarkable.

Nuance Premium Voices are designed and built to deliver incredibly natural audio quality with utmost efficiency and flexibility. Premium Voices lower the time and cost to deliver a consistently positive brand persona across the entire spectrum of interaction.

Learn More

Email: CustomerExperienceExperts@nuance.com

Visit: www.nuance.com/go/care

About Nuance Communications, Inc.

Nuance Communications, Inc. (NASDAQ: NUAN) is a leading provider of voice and language solutions for businesses and consumers around the world. Its technologies, applications and services make the user experience more compelling by transforming the way people interact with devices and systems. Every day, millions of users and thousands of businesses experience Nuance's proven applications. For more information, please visit www.nuance.com/go/care.

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About Nuance

- Nuance solutions power more than 12 billion phone IVR transactions per year, plus 450 million mobile and web interactions
- More than 6,500 companies use Nuance Enterprise Solutions, including 75% of the Fortune 100
- Nuance supports more than 80 speech recognition languages and 40 text-to-speech languages
- Nuance offers a professional services organization of more than 700 solution experts
- Nuance OnDemand powers more than 2 billion hosted phone IVR interactions and millions of mobile and web transactions
- Nuance has deployed 5,000+ contact center solutions around the globe
- Nuance has more than 20 years experience delivering exceptional customer experiences.

[Nuance. The experience speaks for itself.](#)