



AXIS Speech Recognition

What is AXIS Speech Recognition?

AXIS Speech Recognition (AXIS SR) is an automated telephony solution which allows your customers to interact with your organisation using that most convenient form of communication - the caller's own voice.

What does it do?

It allows you to deliver a range of services to the benefit of your customers. Typical uses may include providing answers to frequently asked questions, making payments or routing calls to the most appropriate contact point.

How does it work?

The customer will call a dedicated number and is then able to navigate quickly and easily through the available options. Guidance is provided by the speech of a 'virtual agent', to which the caller responds using their own voice. If the requested service requires authentication (e.g. when supplying account details or making a credit card payment), all responses are validated as the transaction is taking place.

How will it benefit me?

- Frees up staff to handle more complex enquiries
- Cost reduction – as against manual call handling
- Scalable - copes easily with any increase in call volumes
- Improved service delivery – reduced customer drop-out rate
- Call routing – callers seamlessly forwarded to the correct department
- Real-time authorised payments using our established and highly-secure service
- Removes the constraint around alpha characters, as is the case with interactive voice response (IVR) systems which are governed by the telephone keypad and restricted to 0-9, * and #
- Managed solution – available 24 hours, 7 days a week.

How will it help my customers?

- Available around the clock
- Eliminates waiting 'on hold' at busy times
- Quick and easy to use
- Accepted as easier to use than traditional automated services by groups such as the elderly and those with certain disabilities.

For further details, read on....

AXIS

Payment Management

Capita Software Services

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How widespread is the use of Speech Recognition?

A large number of organisations in both the public and private sector (including banks, utilities and travel companies) are now using this type of service to complement the more traditional call centre environment. Consumers are becoming increasingly comfortable with this convenient form of communication and indications are that having experienced the service, the vast majority are happy to use it again.

Will customers be happy to use this new service?

Based on our experience of introducing similar new technologies, we are confident that they will be. The same question was posed when we first introduced Internet Payments to our product set, but taking figures from one Local Authority as an example, payments made in this form have grown remarkably from 750 in 2001, to nearly 9,000 in 2003 and then to 18,000 in 2005. This product offers the convenience of contact by telephone, coupled with the additional services that speech recognition delivers over and above an 'interactive voice response' solution (such as our highly successful AXIS Touch Tone product), so we are confident that your customers will be quick to adopt this service as their preferred form of contact.

Is this only available as a Managed Service?

Yes – our customers are increasingly seeing the security and 'future proofing' offered by a managed solution as far preferable to the overhead of maintaining an onsite customer hosted solution, particularly when the facility to make card payments is offered.

We already offer the facility to pay by Internet and Touch Tone, why offer Speech Recognition as well?

Independent research shows that consumers declared a significant preference for speech recognition over interactive voice response (IVR), this being particularly the case with older age groups and customers with certain disabilities.

What are the advantages over an interactive voice response (IVR) system?

Speech Recognition removes the limitations of a telephone keypad and extends the potential to capture words rather than just numbers, thus opening up the opportunity for you to offer a vastly extended range of services.

Can it be used to retrieve and read back details?

Yes - typical examples of this would include communication of office opening hours, account balances or details of recent payments.

Do I need to have any other AXIS modules in order to run this service?

No, but if you already use any of our AXIS Managed Services products, any payments made through AXIS SR will be processed in the same way and will appear in a single end-of-day feed for importing to your host system(s). If you have AXIS Online Services, then you will be able to see payments made throughout the day and where required, to process Refunds.

What charges are made for processing Credit/Debit card payments?

The charges for processing of card payments will be in line with those that are applied to payments processed through our complementary Managed Services product (AXIS Internet Payments non-MOTO option) and can be confirmed by your Capita Account Manager.

I already use AXIS Internet Payments and/or Touch Tone - will I receive AXIS SR payment details in the same form?

Yes, there will be a single feed of payment details meaning that payments made by via AXIS SR together with any of the above modules will be delivered in a single end-of-day file. There will be an identifier to denote the module from which the payment was made.

What card types are supported - do I have to allow the same as I would for existing Managed Services payments?

We support all major UK Credit / Debit cards other than American Express and Diners Club, although which of these you wish to allow for Speech payments is configurable based upon your requirements, so it does not have to mirror the cards accepted within other AXIS payment modules.

How is the customer notified that a payment request has been authorised or declined?

If authorised, the customer will hear a message confirming the amount paid and the unique authorisation code. If declined, the customer is advised accordingly. If they have more than one card available they can re-try with a different card.

How do I sign-up?

Please contact your Account Manager or speak to our Customer Services Team on 0870 162 7825 who will be pleased to discuss this further.

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