SPOK® SPEECH SOLUTIONS

Manage Call Volumes While Improving
Productivity and Professionalism

PROVIDING TOP-NOTCH, EFFICIENT CUSTOMER SERVICE

Delivering superior customer service and efficient information sharing is critical for your organization's success. Yet, many contact center representatives today are overwhelmed by the high volume of calls they receive, a great many of which are simple transfer requests or internal calls.

It's probably not an option to continually enlarge your contact center staff as call volumes grow. Likewise, in many cases staffing is limited after hours, resulting in representatives unable to handle call volumes. The challenge for many has become how to reduce the contact center group's workload while providing top-notch and consistently professional service at all times—all within budgetary constraints.

Luckily, the solution lies in giving callers looking for simple transfers or internal call service an effective, automated way to quickly and accurately connect their call or access needed information. In the meantime, your contact center representatives are able to provide more focused, in-depth service to those who truly need one-on-one assistance.

> "[Spok] speech recognition has allowed us to provide a better level of service to our clients without increasing our staffing."
>
> Dick Marsh
> Director of Engineering,
> Biomedical and
> Telecommunications
> SwedishAmerican Health System

MANAGE CALL VOLUMES WHILE IMPROVING PRODUCTIVITY AND PROFESSIONALISM

Spok® Speech Solutions include the functionality commonly found in speech recognition systems and more. Spok's speech recognition solutions enable your organization to process routine phone requests including directory assistance, messaging, transfers, and paging without live operators and with more ease-of-use than touchtone. This speech-based auto attendant provides intuitive, voice-based interaction by prompting callers to say the person, department, or information they seek. The system 'listens' to the request, finds the information, and connects the call.

Speech recognition technology has advanced considerably in recent years. It's more accurate, easier to use, and more affordable than before. Organizations relying on speech systems see operators devoting more time to customer service while providing all internal and external callers with effective options for assistance. Calls are processed for a fraction of the cost of operator-assisted calls, while freeing your operators for callers who truly require human intervention.

KEY FEATURES OF SPEECH RECOGNITION

- Automates paging and messaging functions
- Greets callers with a professional voice consistent with your brand
- Lets callers speak their needs or opt out and connect with a live operator instead of keying in responses with touchtone
- Using Spok® Speech Services keeps the system sharp by consistently fine-tuning to incorporate directory changes

BENEFITS OF SPEECH RECOGNITION

- Provide a consistent, user-friendly experience for your callers
- Manage greater call volumes without increasing staff—all while improving productivity and professionalism
- Alleviate operator stress and give them the time to dedicate themselves to other customer-focused tasks
- Cut down on contact center calls by reducing internal "dial-zero" transfer calls

FLEXIBLE FUNCTIONALITY FOR A VARIETY OF USERS

Spok speech recognition handles high call volumes and large directories. It includes many features that provide flexibility to both administrators and end users.

System administrators give the most up-to-date information to their callers by creating ad-hoc greetings for temporary situations such as dangerous weather, road construction, or building closures.

The system is also more than just a directory. It allows authenticated users to access on-call schedules, update their status, change their coverage, and initiate critical messages to the appropriate individuals. These capabilities are particularly appreciated in sectors like healthcare, where precise scheduling of caregivers and instant communication among these people are very important. For example, a nurse simply picks up any phone, calls the speech system, and pages the on-call cardiologist. No looking up schedules, no calling the contact center.

SPOK® SPEECH SERVICES

A speech recognition solution helps internal and external callers quickly reach the person, department or information they need without operator assistance. But the ongoing changes in your facility may cause the performance and utilization of the system to deteriorate. Employees come and go, department names change, and new pronunciations and words need to be introduced all the time. Spok Speech Services delivers complete support and tuning for your speech recognition system based on continually updated data about how users are interacting with the system.

With Spok Speech Services, a team of speech experts monitors your system daily, correcting the root cause of failed calls to connect callers to the right person without frustration or operator assistance. Spok Speech Services helps your call completion rates remain high year after year.

> ❯ "The [Spok] speech recognition solution has offloaded 55 percent of our live operator calls. Our statistics show that 97 percent of the calls that come through the speech system are transferred correctly. That's a lot of efficient call processing without human intervention."
>
> Judy Mayopoulos
> Call Center Manager
> Southern New Hampshire Health System

SPOK SPEECH SERVICES INCLUDES:

• Continual monitoring and correction for failed calls

– Tuning for regional accents and alternate pronunciations

– Noting synonyms (e.g., name/department pronunciations)

> Example: The Finance department will receive calls when callers ask for "Finance," "Accounting," "Billing," "Accounts Receivable," or "Accounts Payable."

– Noting requested names/departments that need to be added

– Adjusting for words the system does not recognize (out of vocabulary)

> Example: A caller asks to be connected to "the person in charge of Finance," which is not in the system. A determination will have to be made whether to add this phrase.

• Professional recording of all names in your system

• A weekly transaction report to show what percentage of calls are correctly connecting

ABOUT SPOK, INC.

Spok, Inc., a wholly owned subsidiary of Spok Holdings, Inc. (NASDAQ: SPOK), headquartered in Springfield, Va., is proud to be a leader in critical communications for healthcare, government, public safety, and other industries. We deliver smart, reliable solutions to help protect the health, well-being, and safety of people around the globe. More than 125,000 organizations worldwide rely on Spok for workflow improvement, secure texting, paging services, contact center optimization, and public safety response. When communications matter, Spok delivers.

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