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NATURAL LANGUAGE SPEECH RECOGNITION

BT are an industry leader and FTSE 100 blue chip organisation, so it goes without saying that they have to set a very high standard of customer service. Currently, over 50% of BT's customer contact and interaction still arises through the telephony voice channel, which equates to almost 3 million inbound calls a month. This is widely spread across 15,000 contact centre agents, many of whom are UK based, operating across their mainstream portfolio of Telephony, Broadband, BT Vision, and BT Sport.

Over the last few years, we collaborated with BT to install a Natural Language Speech Recognition (NLSR) solution across their customer contact telephony platforms. Through an internal research project, Andy Kelly, Program Director at BT, identified that their previous multi-layered Interactive Voice Response (IVR) solution was too complex, creating a source for customer frustration. The deployment of a natural language solution, and concise on brand prompts, enabled callers to have more control over their telephony journey. For the first time, callers could verbally direct their call to their desired location.

This also helped BT identify that customers typically called the contact centre with one of 350 distinct reasons.



THE RESULTS

- 20% improvement in customer satisfaction
- Reduced customer journey by two-thirds
- Emergency 4-hour recording turnaround SLA



0345 071 1359



info@premiercx.co.uk



premiercx.co.uk