

# The Changing Telephone Channel

## *Optimizing IVR & Speech Recognition in the Age of Smartphones*

### Workshop Agenda Day One

8:30          9:00          Continental Breakfast

<b>9:00</b>	9:15	Introductions and Opening Remarks
9:30	10:00	IVR Overview and Business Discussion
10:00	<b>10:30</b>	Human Factors and Ergonomics

10:30          10:45          Break

<b>10:45</b>	11:30	Speech Recognition – Business and Technology Issues
11:15	<b>12:00</b>	“Say Anything” Natural Language Benefits and Limitations

12:00          1:00          Lunch

<b>1:00</b>	1:45	Menu Design Best Practices
1:45	<b>2:45</b>	Scripting Best Practices

2:45          3:00          Break

<b>3:00</b>	3:30	Identification and Verification
3:30	4:00	Voice Biometrics
4:00	<b>5:00</b>	Scripting Exercises

6:00          9:00          Dinner (Dutch Treat)

## Workshop Agenda Day Two

8:30      9:00      Continental Breakfast

<b>9:00</b>	9:15	Smartphone Callers: Opportunities and Pitfalls
9:15	<b>10:15</b>	Guest Speaker: Cindy Grimm – Vice President – CXACT Latest Research into Omni-Channel Customer Behavior and Expectations

10:15      10:30      Break

<b>10:30</b>	11:15	“Getting the Voice Right” – GM Voices
11:15	<b>12:00</b>	Studio Recording Sessions

12:00      1:00      Lunch

<b>1:00</b>	1:30	Grounding and Confirmation
1:30	2:00	Yes-No and One-Shot Error Recovery Dialogues
2:00	<b>2:30</b>	Turn-taking and Barge-In

2:30      2:45      Break

<b>2:45</b>	3:45	Wizard of Oz Testing
3:45	4:00	Closing Remarks
4:00	<b>4:30</b>	One-on-One Menu and Scripting Review Sessions

Adjourn – 4:30