

## CREALOG VOICE USER INTERFACE DESIGN

### USER-FRIENDLY CONVERSATIONAL VOICE DIALOGS TAILORED TO YOUR TARGET GROUPS

Along with attractive content and reliable speech recognition, the quality of the dialog design is critical for a voice dialog to be accepted and achieve its objective.

Voice user interface design is more than simply composing text for a voice portal. User-friendly dialogs require many years of experience and a solid scientific foundation. This includes a deep understanding of psychology and human/machine communication. Audio branding and sound design ensure a positive and unique listening experience.

The best voice dialog for the specific user situation results from the interplay of innovative dialog design and practical testing.

#### INTEGRATED APPROACH

We take an integrated approach in our voice user interface design. The focus is on callers and their needs. However, voice user interface design does not exist in isolation from the other factors for successful speech automation.

The basis for everything is a high-performance voice portal platform on which the three critical aspects of successful voice dialogs are established: sophisticated voice user interface design, expertise in speech recognition and synthesis as well as high-performance back-end integration.

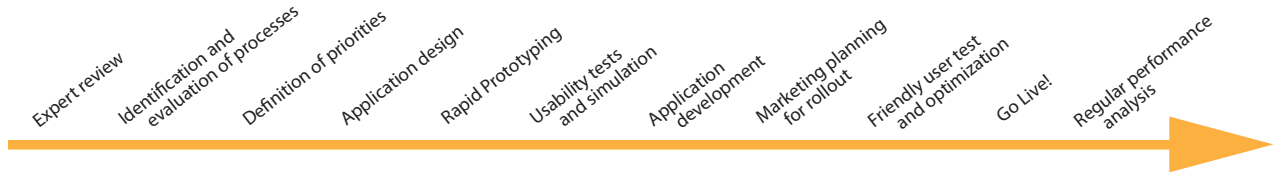
The result is a high rate of success: callers find the desired information quickly and conveniently and carry out transactions successfully. In the process, they want to be understood well and engage in an intelligent, varied dialog with the voice portal, which is as personalized as possible. The operating company receives a voice portal with good performance and high acceptance, which meets expectations for economy and service quality.

#### SOLUTION

- User-friendly voice dialogs
- High customer acceptance
- Based on many years of experience and scientific expertise
- Fast navigation
- High acceptance
- Frequent use
- Cost-effective self-service

#### BENEFITS

- Dialog design, speech recognition, process and CRM/ERP integration from a single source
- Top dialog quality and regular performance analysis ensure high customer acceptance
- Successful customer self-service for a fast return on investment
- Superior dialog concepts through consultation with staff experienced in human interface design, linguistics, speech recognition, sound design and application development



## SUCCESSFUL VOICE USER INTERFACE DESIGN – TYPICAL PROJECT STEPS

- Expert review: voice dialogs, dialog situations and business processes
- Identification and evaluation of processes to automate
- Definition of priorities and preparation of schedules and cost/benefit calculations
- Application design with detailed specification:
  - Definition of the automation goal, user base and persona (role) of the voice portal
  - Determination of the best technology: speech recognition, speech synthesis, voice biometrics
  - Selection of appropriate stylistic elements: guided/open dialog, random prompting, earcons, etc.
  - Definition of dialog themes and all dialog situations at the beginning and end of each dialog step
  - Design of announcements appropriate for the target groups
  - Grammar design, taking into account variations in pronunciation and semantics
  - Interface design for back-end integration, CTI and telephony
  - Handling of wait times for data access, error conditions and forwarding
- Usability tests with „Wizard of Oz“ simulation and rapid prototyping
- Application development taking into account the VUI design:
  - Iterative optimization of dialog flow, grammars and prompt design
  - Dialog recordings, statistical analysis of user behavior
  - Use of high-performance tools for development and optimization
  - Testing during the project, with defined milestones
- Marketing planning for the rollout of the service
- Friendly user test phase and other usability tests
- System goes live
- Regular performance analysis: evaluation of actual user entries, responses and dialog progressions

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