

## Example: “How May I Help You?”

[Gorin et al.]

- **goal:** automatically categorize type of call requested by phone customer (**Collect**, **CallingCard**, **PersonToPerson**, etc.)
  - yes I'd like to place a collect call long distance please (**Collect**)
  - operator I need to make a call but I need to bill it to my office (**ThirdNumber**)
  - yes I'd like to place a call on my master card please (**CallingCard**)
  - I just called a number in sioux city and I musta rang the wrong number because I got the wrong party and I would like to have that taken off of my bill (**BillingCredit**)
- **observation:**
  - **easy** to find “rules of thumb” that are “often” correct
    - e.g.: “IF ‘card’ occurs in utterance  
THEN predict ‘CallingCard’ ”
  - **hard** to find **single** highly accurate prediction rule