



CUX PROMPT ENGINEER

About SKIT

[Skit.ai](https://skit.ai) is an AI-first SaaS business driven to become the world's leading voice automation/AI platform. As a Series B-funded startup, we are a team of entrepreneurial and energetic youth looking to disrupt the voice domain. We have successfully built an AI-based voice augmentation platform, VIVA, and deployed our product in enterprise contact centres.

We look forward to expanding our team with creative and innovative individuals with a customer-first mindset to work on our enterprise voice assistant platform (VIVA) and help us take it to new heights.

CUX Prompt Engineering @ [Skit.ai](https://skit.ai)

At its core, a conversation is a connection—an exchange of intent, emotion, and information. As AI and machine learning transform how we interact with technology, the challenge isn't just getting machines to respond—it's getting them to respond like humans.

At Skit.ai, we're building Voice AI that powers millions of real conversations across enterprise contact centres. Our goal is to make these interactions frictionless, human-like, and outcome-driven. That's where the role of a CUX Prompt Engineer comes in.

What is CUX Prompt Engineering?

It's a hybrid craft, where user experience design, voice-first thinking, and prompt-level control meet. A CUX Prompt Engineer ensures that every voicebot conversation is:

- Easy to follow
- Emotionally intelligent
- Business-aligned
- Technically reliable

From scripting voice flows to fine-tuning system prompts, your job is to make the bot understand user intent, handle edge cases gracefully, and guide conversations to completion.

How We Work

At Skit.ai, the CUX Prompt Engineering process includes:

1. Understanding user needs & business goals
2. Analysing real calls for user behaviour patterns
3. Designing intuitive, multilingual conversation flows.
4. Using prompt techniques to handle ambiguity, tone, and fallback
5. Iterating based on testing and live performance
6. Deploying flows that scale across industries and accents

The Impact

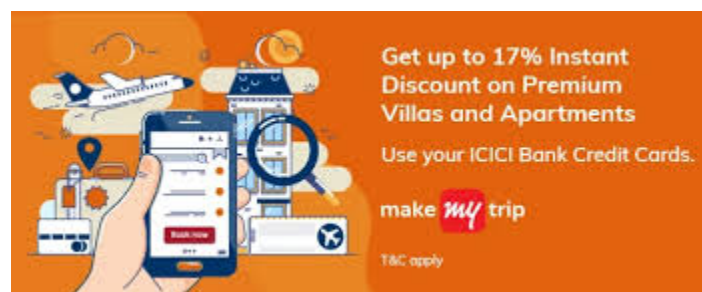
Imagine a user calling their insurer to renew a policy, and within seconds, a voicebot confirms the details, addresses a query, and completes the transaction, without a human agent. That's what we deliver. At Skit.ai, CUX Prompt Engineers don't just write lines. They design trust, shape digital voice, and make AI truly conversational.

Scenario-Based Challenge: Explore Conversational Possibilities Through Real Voicebot Use Cases

This assignment will evaluate how you approach real-world, voice-first interaction challenges as a Conversational UX Designer / Prompt Engineer. You will choose one of the three scenarios below to respond to in English, and another to respond to in the regional language (as specified in the email).

You are free to choose which language applies to which scenario. Your responses should reflect clarity in thought, user empathy, edge case handling, and smart use of voice technology.

Scenario 1: Promotional Call – New Offers or Schemes by a Bank



Context: You receive a promotional call from your bank (e.g., ICICI, HDFC, or IDFC FIRST Bank) informing you about a new personal loan offer or a limited-period savings scheme. The call is handled by a voice assistant that personalises the interaction.

Task:

- Design the ideal call experience for a promotional use case.
- Think about how to hook user attention early, provide value quickly, and respect user preferences (e.g., interest, disinterest, do-not-disturb).
- Include scenarios such as:
 - The user wants more information.
 - Requesting a callback or a human agent
 - Not being interested or hanging up early.
 - Asking questions mid-call (e.g., "What's the interest rate?")
- Your flow should be persuasive yet empathetic, without sounding pushy or robotic.

Scenario 2: Insurance Premium Reminder

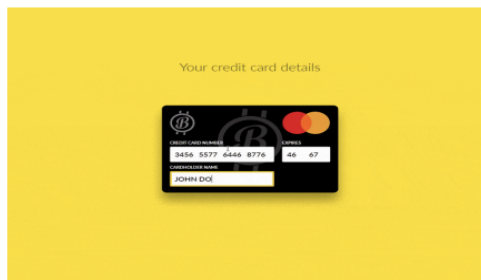


Context: You're a Star Health Insurance policyholder. Your annual premium is due, and you've missed the payment due to personal reasons. A voice assistant calls to remind you.

Task:

- Create a reminder flow that strikes the right emotional tone and nudges payment.
- Handle edge cases like:
 - Payment on the call
 - Needing more time
 - User confusion about policy terms
 - Escalation to the agent
- Consider scenarios for elderly users or those with low digital literacy.

Scenario 3: Credit Card Services Enhancement



Context: You've recently received a raise and want to explore enhanced services for your ICICI Credit Card using a virtual banking assistant.

Task:

- Design interaction flows for both goal-driven users (e.g., "I want to increase my credit limit") and exploratory users (e.g., "What new benefits do I get?").
- Include services like:
 - Credit limit enhancement

- EMI conversions
 - Concierge services
 - Travel or fuel offers
- Personalisation and continuity from past interactions will be valued.

Submission Guidelines

- Format: Microsoft Word or PowerPoint
- Language: One scenario in English, one in the regional language
- Assumptions: List any made
- References: Cite any sources (brand websites, competitor IVRs, etc.)
- Suggested Structure:
 - Overview & Assumptions
 - Background Research (user pain points, tone needs, IVR references)
 - User Journey or Experience Map (optional)
 - Conversation Flows (main + edge cases)
 - Voice Prompt Samples (6–10 turns per scenario)
 - Fallback, escalation, and user preference handling

- Notes on accessibility, tone, and personalisation

Evaluation Criteria

Criterion	Evaluation Focus
Background Research	Awareness of user mindset, pain points, and industry context
Flow Design	Natural, effective, resilient conversation handling
Scenario Coverage	Coverage of both core journey and edge cases
Voice Prompt Design	Clarity, empathy, and relevance of voice responses
Structure & Clarity	Clean layout and logical flow of ideas
Creativity	Thoughtfulness in tone, personalisation, or persuasion

Deadline

Please submit your assignment within 3 days. If you need an extension due to ongoing work/projects, let us know—we're flexible.

If you have any questions or need further clarification, please contact us.