

# Developing Survey Phone Apps

AdhearsionConf 2011

By Stephen George



Thank You

 Adhearsion

& Adhearsion Community

# Thank You



[mojoling.com](http://mojoling.com)

# About me

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Senior Software Engineer  
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 **ifbyphone**

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# Phone Surveys

We can think of a phone survey  
like a web form...

but we shouldn't!

# Voice != Web

Web forms are about grabbing  
data from humans

With voice, we can do something  
much more interesting...

We can have a *conversation*

# Phone surveys done right

So if we do it right, we can...

*Learn* something about our user

Help them *solve* a problem

Allow them to *converse* with our app



In other words...

**It's all about Voice UX**

# Use Case: Joe's Auto Repair

People call Joe's for a variety of reasons

- Get an estimate
- Check the status of a repair
- Get hours / location
- Pay
- And plenty else

# Help out Joe

We want to build a phone menu for Joe

# Goal:

Should be as easy as talking to Joe himself


# Adhearsion

to the rescue!

Tools for making user-friendly  
phone apps

Clean DSL to focus on users  
instead of code

# New Features in Adhearsion

- Improving how we interact with users
- Sponsored by  
The logo for ifbyphone, featuring a red greater-than sign followed by the text 'ifbyphone' in a bold, black, sans-serif font.
- We thought they were too cool not to share

# It can talk

New #speak command

Supports Tropo, Cepstral, and  
UniMRCP

Speaking TTS has never been  
easier

# # speak

```
speak "Hello, welcome to Joe"
```

## Allow the user to interrupt

```
speak 'Let me tell you a long story'  
:interruptible => true
```



# # speak is easy to config

Specify your preferred speech engine in  
`config/startup.rb`

```
config.asterisk.speech_engine
```

# # speak is easy to config

Or change it up at run-time

```
speak 'How can we help you t  
:engine => :unimrcp
```

```
speak 'How can we help you t  
:engine => :cepstral
```

# #input now accepts blocks

- Use a {block} to specify when input is complete
- Save the user's valuable time

# Recording your users

New `#record_to_file` command

Return values include  
:`success_timeout`,  
:`success_dtmf`,  
:`write_error`

Questions ?

# Thank You!

Stephen George



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