Developing Survey Phone Apps

AdhearsionConf 2011

By Stephen George



Thank You



& Adhearsion Community

Thank You



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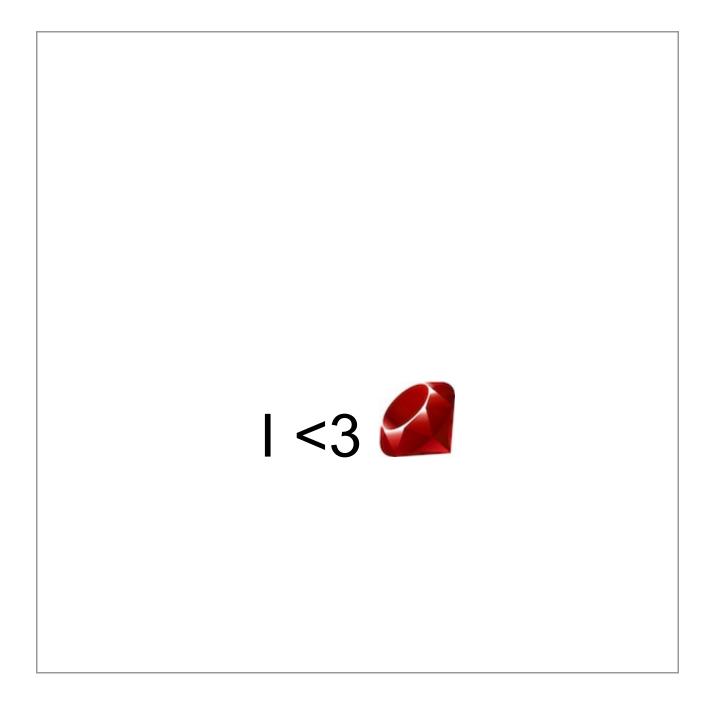
About me

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😉 @mrmre

>ifbyphone



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



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 >ifbyphone
- 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 lor
 :interruptible => true

speak is easy to config

Specify your preferred speech engine in config/startup.rb

config.asterisk.speech_engir

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



Thank You! Stephen George >ifbyphone

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