Speech Recognition in Call Center Environment
How is speech recognition applied in call centers?
Call centers most commonly use speech recognition for:

- Playing back simple information

  Speech recognition can be used to cut waiting times and provide customers with the information they need.

  Sometimes customers do not actually need to speak to a live operator, for example, if they have little time or they only require basic information then.

  Incoming customer calls are filtered according to requirements. The costumers that require basic information are automatically directed to the speech recognition system. The system quickly determines the nature of the enquiry through a series of prompts. If necessary, there is an option to speak with a live operator. Speech recognition reduces the average call time, freeing up agents for more complex calls.

- Call steering

  Speech recognition solutions redirect callers to the right department.

  Costumer dissatisfaction is sometimes caused by having to wait in a queue to get through to an operator or, finally being put through to the wrong operator. Speech recognition can allow callers to choose a "self-service" route or alternatively voice their request and be directed to the correct department or individual.

- Dealing with spikes in call volumes

  Speech recognition solutions help handling high volumes of customer service enquiries from regular customers.

- Removing IVR menus

  Push button IVR is often complicated and frustrating.

  Due to poorly implemented systems, IVR and automated call handling systems are often unfriendly with customers.

  The speech recognition system simply asks the customer what they need and then redirect them to the most appropriate department to handle their call.

  • Automated identification

  Speech recognition solutions authenticate someone's identity on the phone without using risky personal data.

  Today identity fraud is a big problem. Some advanced speech recognition systems provide an answer to this problem using voice biometrics. This technology is recognized to be a major tool in countering telephone-based crime.

  A voiceprint is created based on specific text such as Name and Account Number. The utterance is stored against the individual's record. When the customers call, they can simply say their name and if the voiceprint matches what they have stored, then the person is put straight through to a customer service representative. This takes a few seconds and exempts the costumer from running through a series of tedious ID checks such as passwords, address details etc.