



Jacada Visual IVR

Industry Expert Roundtable

Speakers



Roundtable Moderator:
Steve Herlocher, Jacada, CMO



Dick Bucci, Principal and Chief
Analyst, Pelorus Associates
www.pelorusassoc.com



Adrian Swinscoe,
Customer Experience Strategist
www.adrianswinscoe.com



Art Rosenberg, Unified
Communications Strategies Expert
www.unified-view.com



AGENDA

Introductions – 5 min

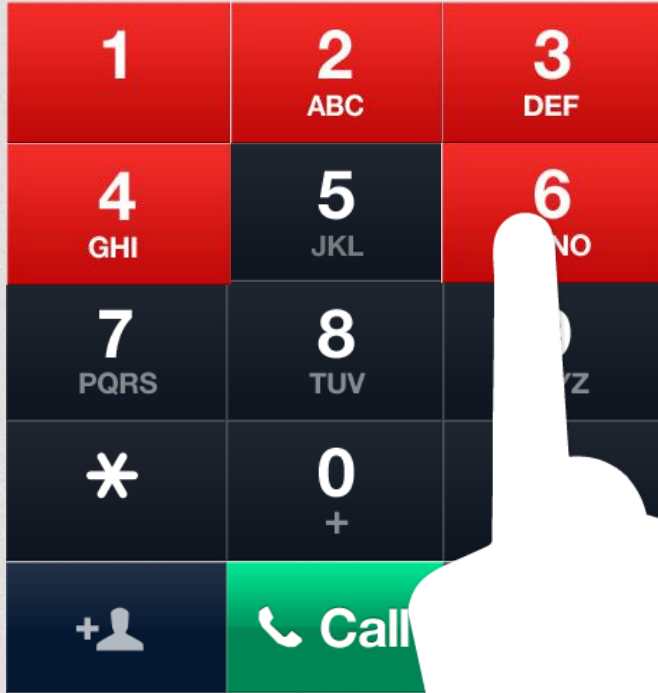
Introduction to Visual IVR– 5 min

Roundtable Questions – 40 min

Audience Questions – 10 min



Voice IVR



“Thank you for calling DCM Computers.
Please press 1 for English, or press 2 for Spanish”

“Please press 1 for New Sales, 2 for Replacement
parts or 3 for support”

“Please press 1 if this is a corporate account, 2
for personal accounts”

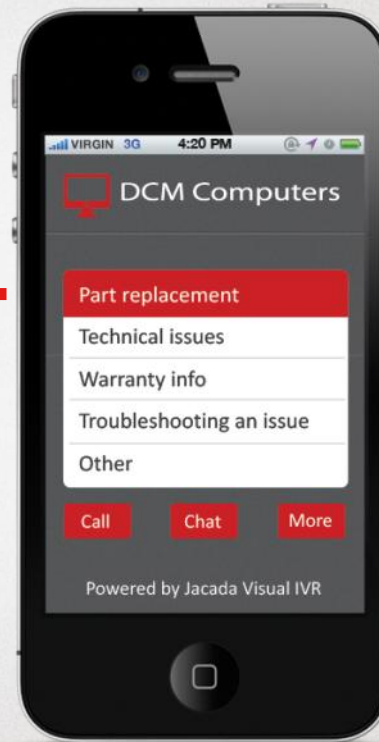
“Please press 1 for part replacement under
warranty, otherwise press 2”



“DCM Computers,
How can I help you today?”

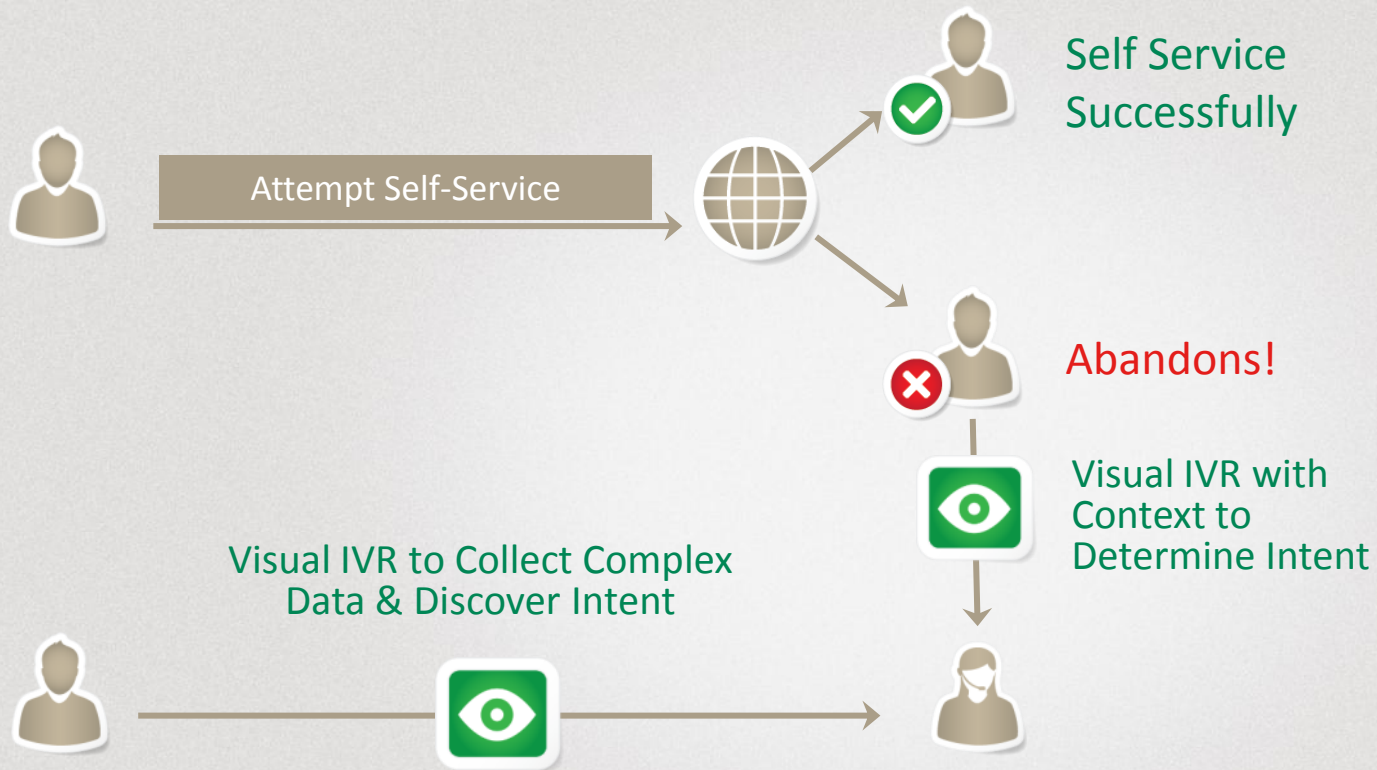


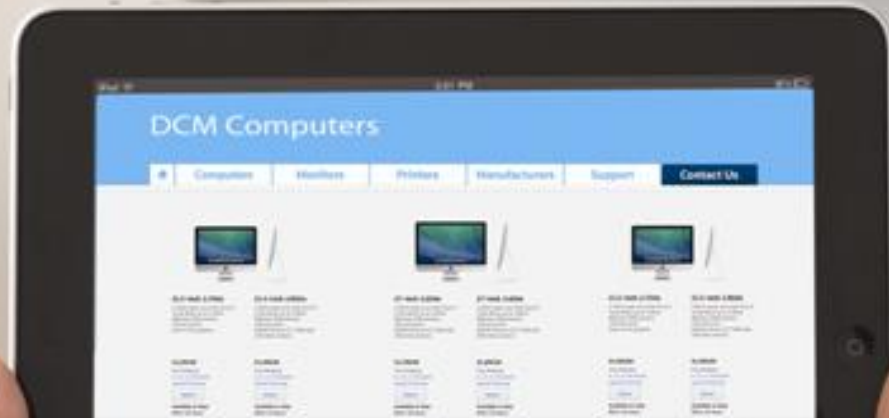
After – the Visual IVR Solution



“Hello Mr Doe, Thank you for calling DCM computers. I see you are ordering a replacement part under warranty...”







Roundtable

Questions & Polls



Q1: Who is likely to adopt a Visual IVR solution and in what scenarios?





Q2: Is Visual IVR combined with intelligent Call Back “death” to the traditional IVR and queue experience?





Q3: Is Visual in conflict with Speech Recognition and what are the benefits of each?





Q4: Can Visual IVR make self service
more effective?





Audience Questions



	S1	S2	S3
Q1: Who is likely to adopt a Visual IVR solution and in what scenarios?	Art	Adrian	Dick
Q2: Is Visual IVR combined with intelligent Call Back “death” to the traditional IVR and queue experience?	Adrian	Dick	Art
Q3: Is Visual in conflict with Speech Recognition and what are the benefits of each?	Dick	Art	Adrian
Q4: Can Visual IVR make self service more effective?	Art	Adrian	Dick

