

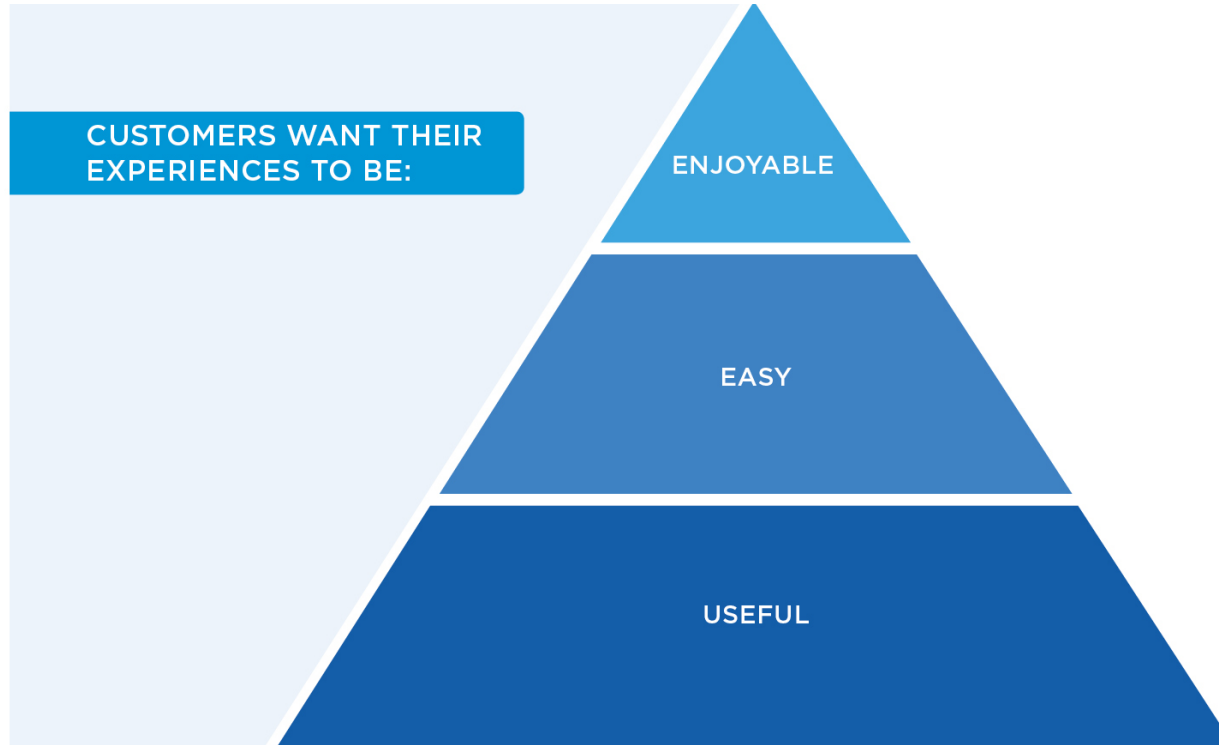


Flawlessly delivering a highly personal customer experience in a multicultural environment

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Gauthier Delmee – November 2014

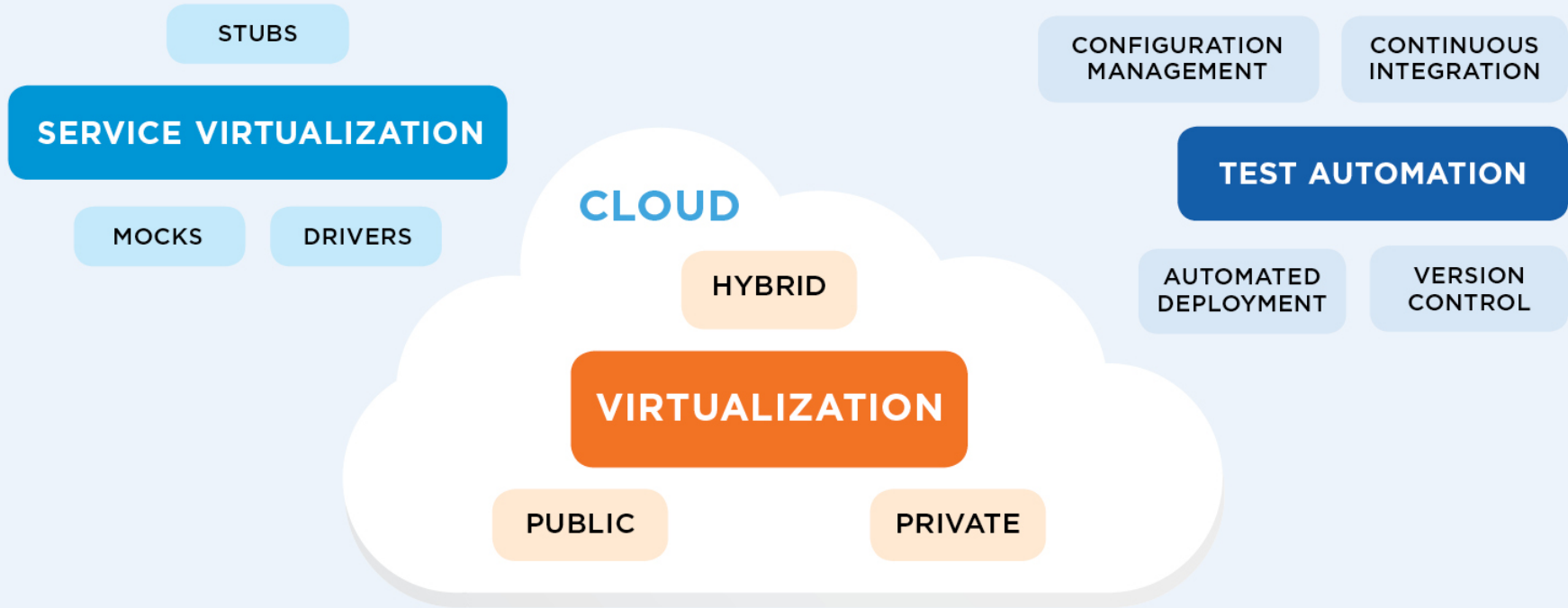
# Customer Experience



Source: Forrester Research, Inc.



# Business Technology Toolbox



# Four Pillars of Testing

## FUNCTIONAL /REGRESSION

- executable documentation
- consistent, detailed test scripts
- objective measures of success
- efficiency gains
- reduced risk

## PERFORMANCE

- test production like traffic patterns (concurrent interactions and interaction arrival rate)
- understand the system performance over time under a production like conditions
- test the solution's resilience
- test the solution's performance when exposed to a large selection of customer profile and environmental conditions

# Australian Multiculturalism

## AUSTRALIAN MULTICULTURALISM:

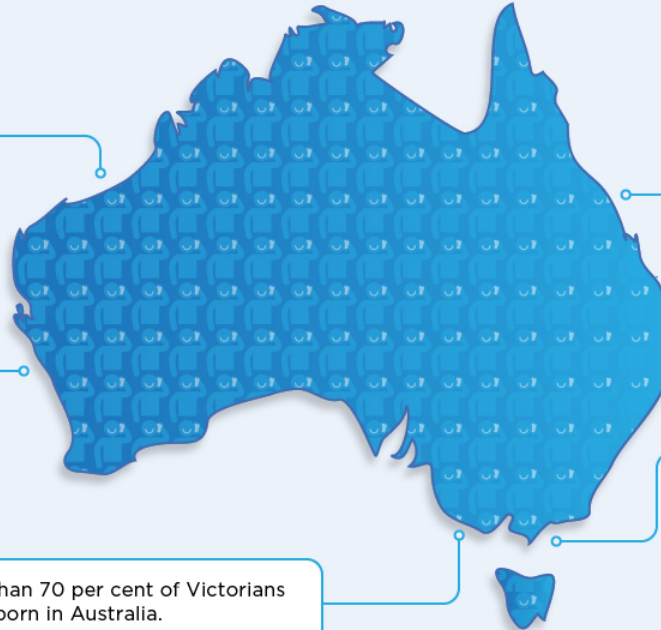
23.13 million people in Australia

Almost half of the population were either born overseas or had at least one parent born overseas

Less than 70 per cent of Victorians were born in Australia.

A quarter of Victorians speak a language other than English at home

Currently Net Overseas Migration (NOM) contributes about 60 per cent of Australia's population growth (for the year ending March 2013) and has outstripped the natural increase (the excess of births over deaths) in the population since 2005



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## MONITORING

- visibility of the customer experience in near real-time
- provide context to your other monitoring systems

## TUNING

- test changes to your model and assessing their impact before implementing them in production
- assess changes using what-if scenarios before implementing them

# A Government Agency in Australia



- **Implemented Voice Biometrics in July 2014**
- **108,000 active enrolments**
- **34,000 successful verifications a 90% success rate**



# How We Helped



- 200,000 calls
- 5 test cycles
- 12 different test libraries
- 14 different test scenarios, using
- 10,000 customer profiles for enrolment
- 5,000 customer profiles for verification
- 500 different voices used to test enrolment and verification
- Applied different environment conditions to calls

# Things to Concentrate On

- Ensuring screen pop data is updated with relevant details for the right call
- Checking that the customer voice stream is the one used to generate the voice print for passive
- What is the impact of audio quality?
- Enrolments are actually saving - in particular when customers error out of the enrolment process

Take Control of your Customer Experience

