

Interactive Digital creates VUI Cloud service

Adaptive response to callers and design consulting service

Interactive Digital offers its Adaptive Audio technology for IVR applications both as a premise solution and a hosted solution. The company has rebranded the hosted solution as **VUI Cloud** and added expert consulting on VUI design through the site, with both internal and outside experts.

Daniel O’Sullivan, CEO of Interactive Digital, explained that Adaptive Audio gauges whether the caller is having trouble with the IVR system and adapts the speed at which prompts are played and other aspects of the interaction to the caller. The system at first monitors calls to get a distribution of caller response times to particular prompts. The caller’s speed of use could be affected by personal differences, such as some elderly people, or by the channel—callers from mobile phones often have difficulty if they are in noisy environments or have a marginal connection.

Adaptive Audio then uses this distribution to categorize later callers by their ease of using the system. As the caller navigates prompts, the system will slowly increase speed up to 120% or decrease it to 84%. O’Sullivan said the slowing of prompts is done by techniques such as pitch control and taking out samples in the recorded speech. The system can

also add additional instructions for callers having problems or use tersely worded prompts for facile callers. It can also increase the timeout period if callers are having trouble.

The system also computes a “frustration index.” If that index gets high enough, the system recommends transfer to an agent.

The VUI cloud service uses a call to servers in the cloud. O’Sullivan indicates that the method of communication avoids problems of integration with the IVR.

A developers license is free. VUI Cloud will also do an initial evaluation of a voice application for the fixed price of \$4,500, producing a detailed “Caller Behavior Analysis Report” and Voice User Interface design and analysis consultation. Additional expert services are billed at a daily rate.

Outside consultants participating in the service include Bruce Balentine, executive vice president and Chief Scientist at **Enterprise Integration Group** (EIG); David Attwater, Senior Scientist at EIG; Jay Messina, president of **Behavioral Science Associates**, Deborah Dahl, principal at Conversational Technologies; and Paul Sawyer, a principal at **IVR Design Group**.
