



# The “5 W’s” of Speech Tuning

## **Who relies on tuning?**

Your customers don't sit still and neither should your IVR. Work with a strategic partner to optimize your IVR system regularly and drive an efficient and effective customer experience that evolves with your customers.

## **Why tune?**

Speech tuning is essential in driving the most value throughout the life of an application. Whether implementing a new application or altering an existing one, tuning helps ensure a cohesive customer journey, greater satisfaction and less operational strain. For example, if a high percentage of callers are dropping out of an IVR at a certain prompt, there is likely a customer pain point in need of attention. The tuning process helps improve application performance by enhancing prompt verbiage and adjusting associated timing issues.

## **What to tune?**

It is important to analyze each piece of a Natural Language application, including the grammar, corpus and tag. Tuning analysis reveals problem areas and helps identify areas that need to be enhanced. Analysis of Directed Dialog applications also includes grammars, parameters and dialog design.

## **Where and how to tune?**

Caller recordings (quality depends on the type of tuning) are collected, transcribed and analyzed. Experts then take transcribed utterances and relay them to an application that compares caller intent to the speech it recognizes. The results are used to create and share a report containing adjustment recommendations. See the sidebar to the right to learn about tuning types.

## **When to tune?**

Tuning begins after an application has become stable and is performing consistently. After a speech application is running on all cylinders, annual tunings keep it that way. Tuning cycles depend on the scope and frequency of changes that a company makes to its IVR system.

## **Comprehensive Tunings**

It is vital for companies to tune within 30 to 60 days of launching a new application, and perform annual tunings to maintain peak performance. Approximately 40,000 to 80,000 utterances are collected and analyzed. The most thorough form of speech tuning, comprehensive tunings are also helpful when a company has made significant changes to an existing application.

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## **Targeted Tunings**

Collecting around 10,000 utterances, this type of tuning is more narrowly focused to rapidly address specific application needs or unanticipated customer challenges.

When a new prompt has been introduced to an existing application and it is performing poorly, targeted tuning excels at quickly determining what is causing customer struggles. Experts transcribe specific areas within the application to focus analyses where they are needed most.

Tuning is an ongoing process that takes time and a high level of expertise. [Click here](#) to get a checklist with what to look for in a dedicated strategic partner.