



# Understanding and Managing the Speech Application Lifecycle

*Speech-enabled automation can make a brand's overall customer experience ecosystem more effective, but only if the technology is applied strategically. Understand what goes into making a speech application succeed from Day One and beyond.*



## Phase 1: Defining

Managers and application architects collaborate with the client to determine the scope of the project, customer profiles and the resources necessary to get the final product up and running smoothly. It is important to identify what the business purpose for the new application is, and if that vision can be reasonably achieved.

## Phase 2: Designing

Leveraging industry best practices, designers take the information obtained during the definition phase and generate a call flow that will best meet business and customer needs. As one of a brand's biggest advocates, designers carefully put together a blueprint containing the perfect combination of DTMF, directed dialog and natural language to yield the most rewarding business results.

## Phase 3: Developing

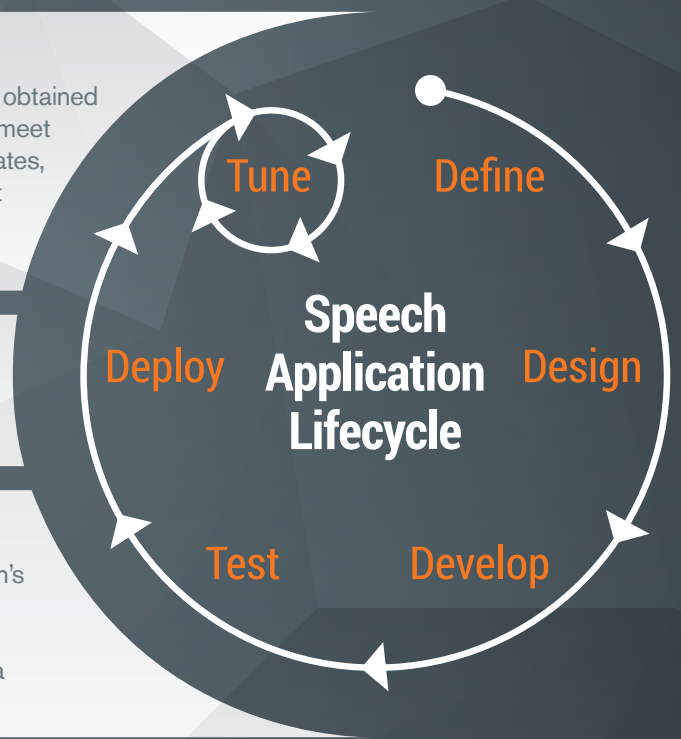
Developers take the design and develop tailor-made grammars, record audio, and actually create the application.

## Phase 4: Testing and Deployment

End-to-end testing is required for the newly developed application's dialogs, actions, navigation and prompts. The ultimate goal is to identify and fix problem areas and make sure the application will deliver the services intended. Deployment typically begins with a controlled rollout to make sure everything is running smoothly.

## Phase 5: Tuning

Tuning ensures high performance throughout an application's entire lifecycle. Whether implementing a new application or altering an existing one, speech experts must analyze an application's performance, and make informed tweaks to stabilize performance.



[Click here](#) to read a guide about tuning and its ongoing role in a speech application's performance.