

Visio Diagrams vs. Conversation Flows

Though Visios are commonly accepted, they are not the only way to outline the customer journey. At SmartAction, we take a different approach that is enabled by our state-of-the-art technology. The process focuses on design documents known as Conversation Flows. With advanced automation technology, there is a better way to design the customer experience.



In the world of customer journey design, Visio diagrams are widely used as the primary way to visualize and demonstrate the possibilities a caller faces within an automated system. **With their complex vectors, webs and graphs, Visios intend to outline every possible scenario, both good and bad, and the inputs, outputs, and outcomes that go along with those scenarios.** Oftentimes, one customer journey can take hundreds of pages of diagramming; they are thorough, comprehensive, and often take a significant amount of time to develop, read, and review.

Conversation Flows outline various scenarios of conversation flow between the automation and the customer that allows the caller to accomplish a goal. These Conversation Flows also, importantly, serve as use cases for User Acceptance Testing (UAT) and are much more nimble and agile than Visios. They can also be developed in a fraction of the time, which means testing, tuning, and launch also happen significantly faster.

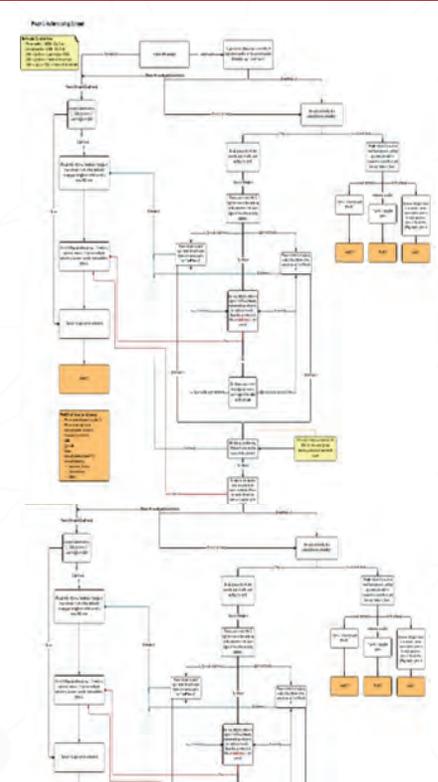
The process starts by identifying a specific business objective the customer is trying to accomplish – e.g. confirm an appointment. Start by asking, **“How do agents do this today?”** in order to understand and emulate the human process as closely as possible. If you train your agents to confirm the first and last name, obtain the phone number, then read back the set appointment time, you’ll want your automation to follow that same procedure. **This is a solutions-oriented approach, allowing for a conversation flow that leverages data and best practices to simplify the customer experience and decrease customer time on the phone.**

Furthermore, because Conversation Flows only outline the “happy path,” they are substantially less burdensome to review than traditional Visio diagrams. Conversation Flows, therefore, are read and approved much faster, leading to faster development time and a sooner launch date.

Conversation Flows

Using Conversation Flows for application development is a key factor in going live quickly.

Here's an example of how Conversation Flows differ from Visio diagrams.

Agent	Conversation Flows	Visio Diagram
<p>Customer I want to confirm an appointment with the specialist.</p> <p>Ok, may I have your first and last name? Agent</p> <p>Customer Ryan Smith</p> <p>Thank you. And what is the phone number I should associate with this appointment? Agent</p> <p>Customer 856-123-4567</p> <p>Thank you. Your appointment is set for Wednesday, April 9th at 3:00PM. Is there anything else I can help you with today? Agent</p>	<p>Customer I want to confirm an appointment with the specialist.</p> <p>Ok, in order to confirm your appointment, may I have your first and last name? IVA®</p> <p>Customer Ryan Smith</p> <p>Thank you. And what is the phone number I should associate with this appointment? IVA®</p> <p>Customer 856-123-4567</p> <p>Thank you. You are all set. Your appointment is confirmed for Wednesday, April 9th at 3:00PM. Is there anything else I can help you with today? IVA®</p>	

How We Do It

We design IVA® much like we would design a website. With such a broad scope of actions and capabilities, it would make for an awful experience if companies tied website visitors to a rigid path based on their first mouse click. To create an effortless customer experience, you must allow customers to dictate their intentions (to a certain extent) and not the other way around.

As a sophisticated artificial intelligence engine, IVA® allows us to easily develop Conversation Flows because of its advanced capabilities. IVA® has learned from millions of conversations and years of tuning and development so that it can activate proper error-handling techniques and responses. IVA®'s advanced skills make it unnecessary to outline every potential scenario because the system is built with error and recovery components to handle any common roadblocks that occur.

To learn more about how SmartAction designs Conversations Flows, reach out to info@smartaction.com.