WE'VE GOT THE WIZARDRY, WHAT NOW?


Dan Jenkins

Kamailio World 2017

DAN JENKINS

○ @dan_jenkins

○ Google Developer Expert

(Expert in Web Technologies specialising in WebRTC)

○ Founder Nimble Ape Ltd

○ Web Engineer/Architect who happens to do RTC

Not a typical telecommunications developer

○ General Geek

○ Lego Geek

NIMBLE APE LTD

○ @nimbleapeltd

○ WebRTC Development & Consulting

○ IoT | Microservices | Docker

○ Web APIs & Scalable Web Services

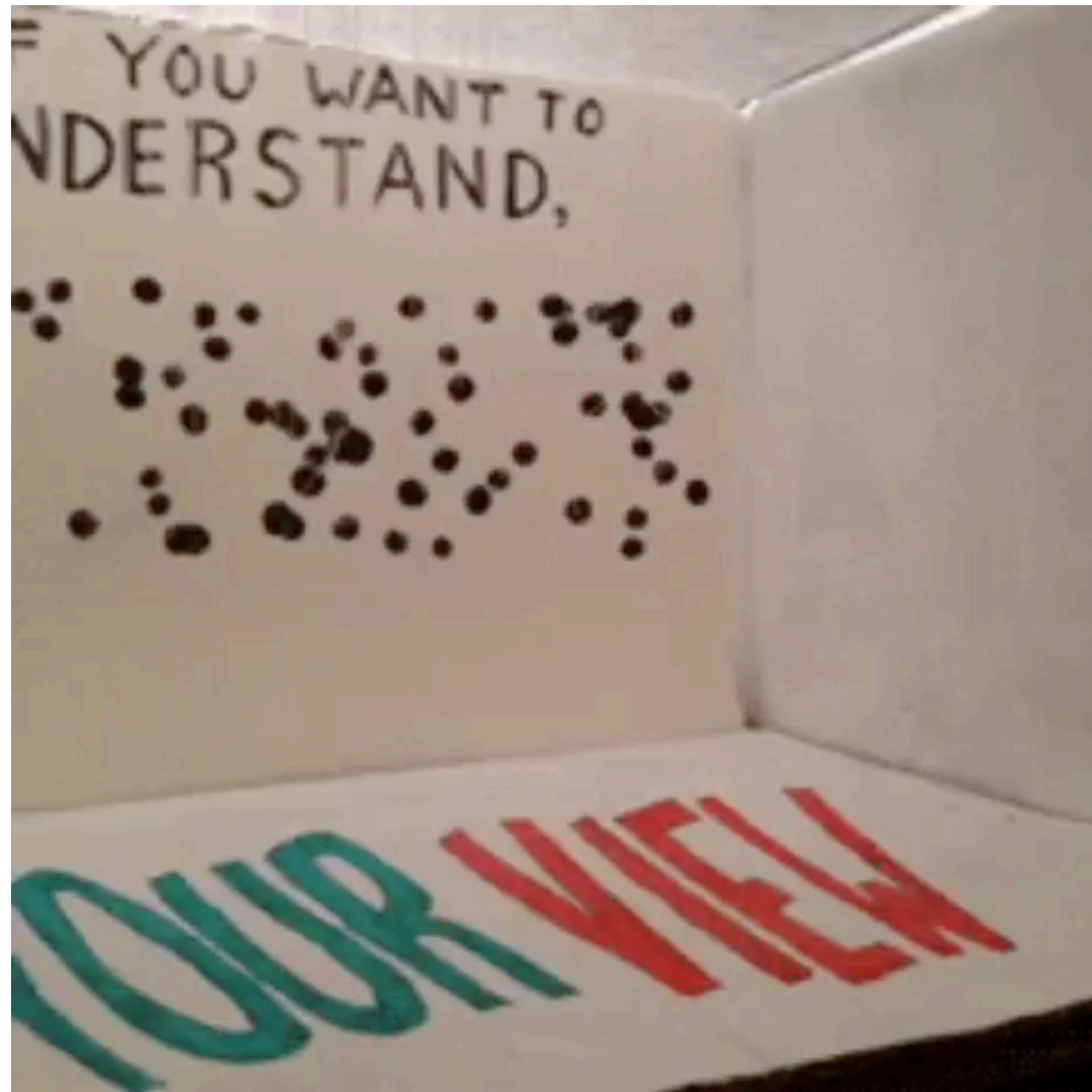○ Asterisk Applications (ARI)

○ Node.js Development & Consulting
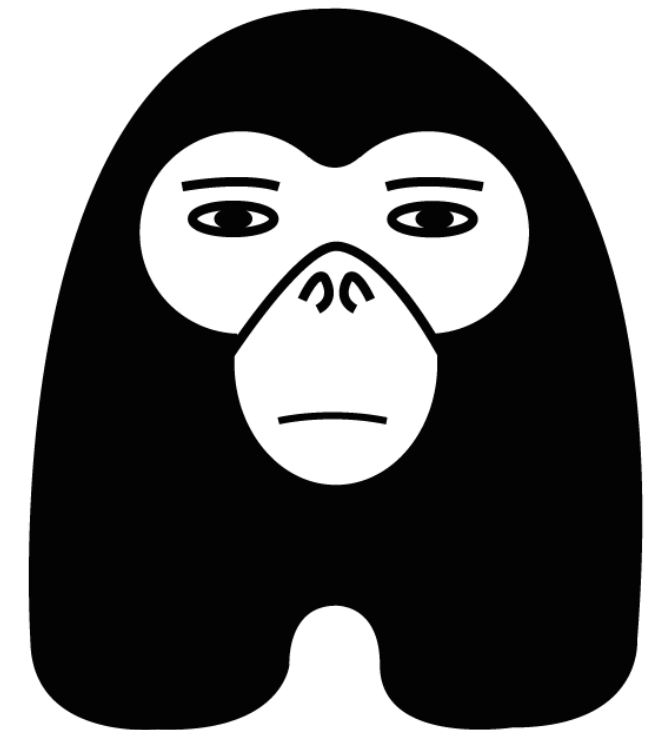
PSA

THIS TALK ISN'T SPECIFICALLY ABOUT KAMAILIO

I WANT YOU TO SEE ANOTHER PERSPECTIVE

ON TO THE MAGIC!

WAS THIS TITLE JUST AN EXCUSE TO USE THIS GIF?

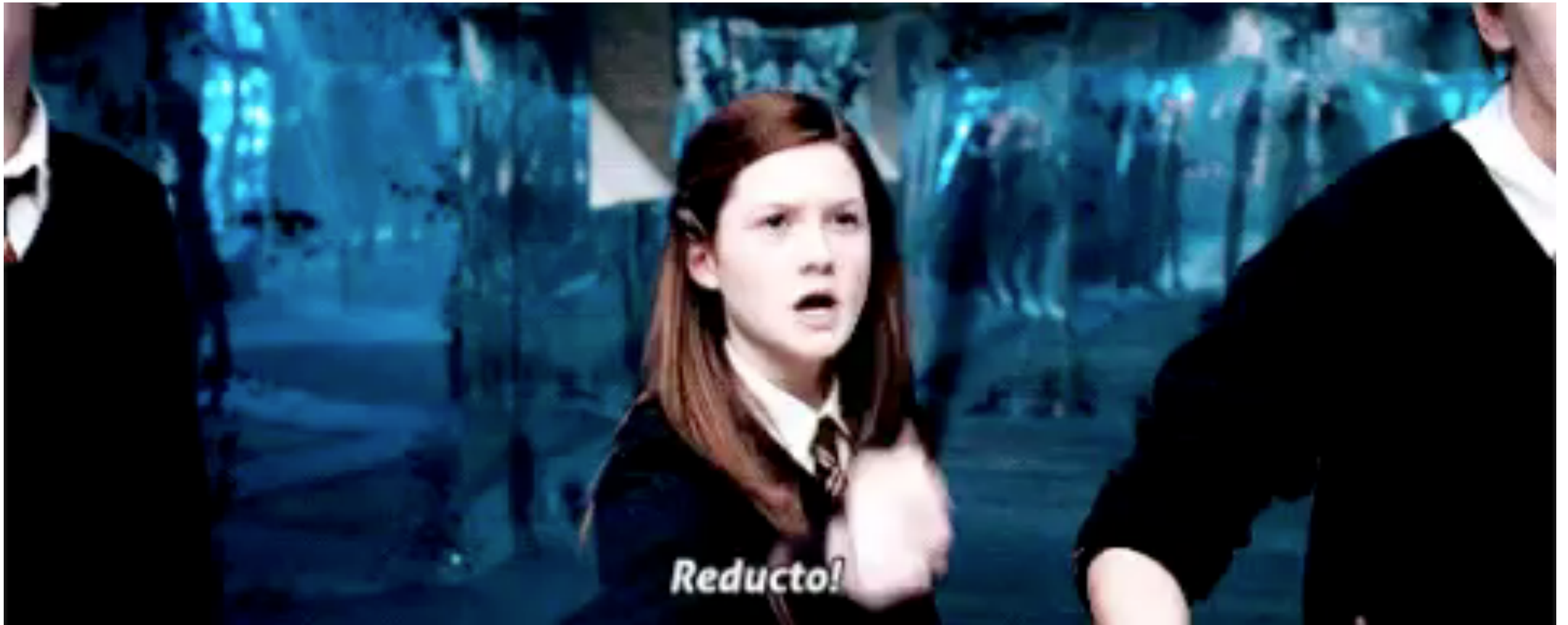# WAS THIS TITLE JUST AN EXCUSE TO USE THIS GIF?

BUT SERIOUSLY...

MAGIC ISN'T LIKE IT IS IN THE MOVIES

MAGIC IS AN ILLUSION

MAGIC IS SUBTLE

MAGIC IS SKILFUL

MAGIC IS AN ART

MAGIC IS GIVING YOUR CONSUMERS A SPELLBINDING EXPERIENCE

MAGIC IN THE WILD TODAY

I HAVE A FAULT WITH MY (BROADBAND/PHONE/TV/A N OTHER) PROVIDER

○ Your provider monitors their infrastructure. They know when you're having an issue. They have your contact details.

○ You call your provider and they tell you in the IVR process they know about the fault and offer a callback/SMS option when its fixed.

○ Receiving an SMS/Email from your provider as they already know about your issue.

The caller never gets to an agent and doesn't waste time talking to a workforce.

YES, YES IT WOULD.

DOES IT HAPPEN?

Disclaimer: Some providers might do it... but most don't. Do you know of one?

IT'S IN THEIR OWN INTEREST TO DO IT!

○ They have a Contact Centre (a Cost Centre)

○ They want to minimise the reasons customers call into the Contact Centre for support. Its an additional cost for the business.

○ Being a provider isn't enough anymore - you have to be an awesome provider otherwise customers will move to another - they want to keep the customer!

WE STILL THINK ABOUT TECHNOLOGY/EXPECTATIONS OF YESTER-YEAR

- ○ We expect users to get in contact with us; not the other way around

- ○ Customers go through IVR trees - even if you have a speech to text decision making IVR

- ○ Generally customers ask a question and we find an answer

- ○ Theres no cleverness going on

WE NEED TO START THINKING ABOUT TODAY'S AND TOMORROW'S TECHNOLOGY. RIGHT NOW

This expands further than phone calls (be it SIP/PSTN/VoLTE)

AVAILABLE TECHNOLOGIES

○ A company's own data (API/Database)

COMPANY'S OWN DATA

BIG
DATA

UTILISE YOUR DATA ON YOUR CUSTOMERS AND GIVE A MAGICAL EXPERIENCE

AVAILABLE TECHNOLOGIES

○ A company's own data (API/Database)

○ Monitoring

MONITORING DATA

YOU KNOW WHEN A SERVICE GOES DOWN

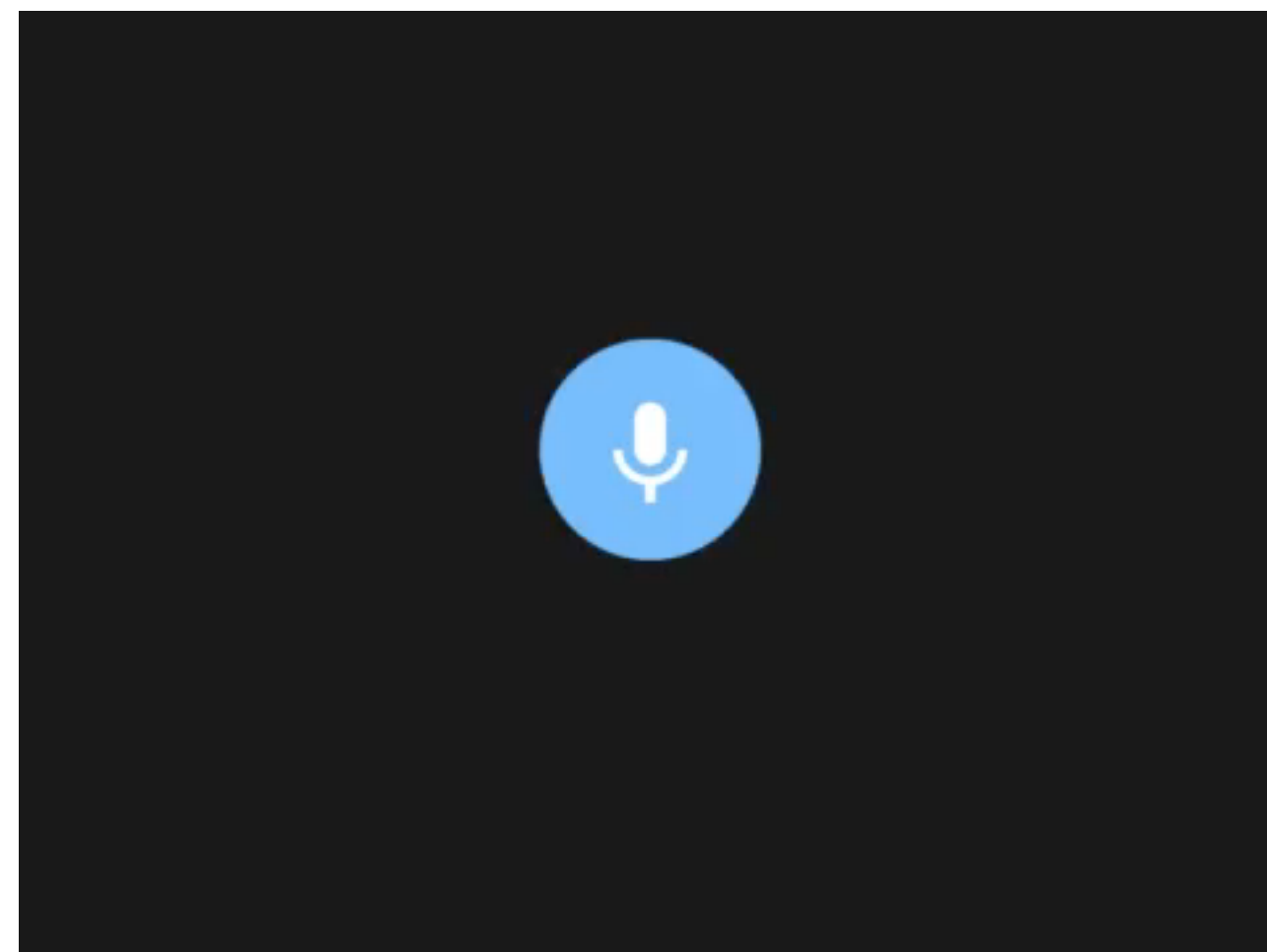# UTILISE YOUR DATA ON YOUR INFRASTRUCTURE AND GIVE A MAGICAL EXPERIENCE

AVAILABLE TECHNOLOGIES

○ A company's own data (API/Database)

○ Monitoring

○ Artificial Intelligence

NOT THIS

THIS

GOOGLE
AMAZON
IBM
ORACLE

SPEECH RECOGNITION
NATURAL LANGUAGE ANALYSIS
IMAGE ANALYSIS
TEXT ANALYSIS
TEXT TRANSLATION
MACHINE LEARNING
CHATBOTS

5 YEARS AGO, THIS WAS EXPENSIVE

○ License costs

○ Hardware costs

○ Expertise costs

○ Time costs

Doing anything "clever" was difficult and expensive

TODAY ITS A FEW HUNDRED LINES OF CODE TO GET STARTED

○ Utilising a cloud provider and their smart people/hardware

○ Its actually fairly cheap in the grand scheme of things

○ Make decisions/amendments quicker

○ PaaS APIs are your friend - go use them - even better, contribute back to X project to make it easier to do it in the future.

○ Not using Open Source software is OK!

CAN ANYONE NAME ME A CURRENT MAGICAL EXPERIENCE YOU'VE ENCOUNTERED?

AN AWESOME MAGICAL JOURNEY

○ I keep going overdrawn with my bank

○ But I put money into my savings account every month

○ Why can't the bank just move money around for me and alert me?

   To save me fees/hassle? - There are other ways of making money

AN AWESOME MAGICAL JOURNEY

○ Calling into a Contact Centre

○ I get asked what I the call is about by the IVR

○ The audio gets sent to Google's Speech to text engine or AWS Lex in real time

○ Utilise Google's Natural Language Analysis or AWS Lex to figure out what the user wants

○ Find the right answer based on tags on the question returned by cloud provider

○ Reply with Google's Speech API or AWS Polly (Sorry Allison)

Create a true Voice User Interface

OUR USERS DESERVE MAGIC.

MAKE YOUR USERS FEEL YOU'RE TAKING CARE OF THEM - YOU ALREADY KNOW ABOUT THEIR ISSUE

WHAT CAN YOU DO FOR YOUR CONSUMERS?

WHERES THE DEMO?

WHERES THE DEMO?

Tomorrow - in Dangerous Demos!

REMEMBER

GIVE YOUR USERS

REMEMBER

GIVE YOUR USERS

DON'T BE A MUGGLE. THANKS!

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