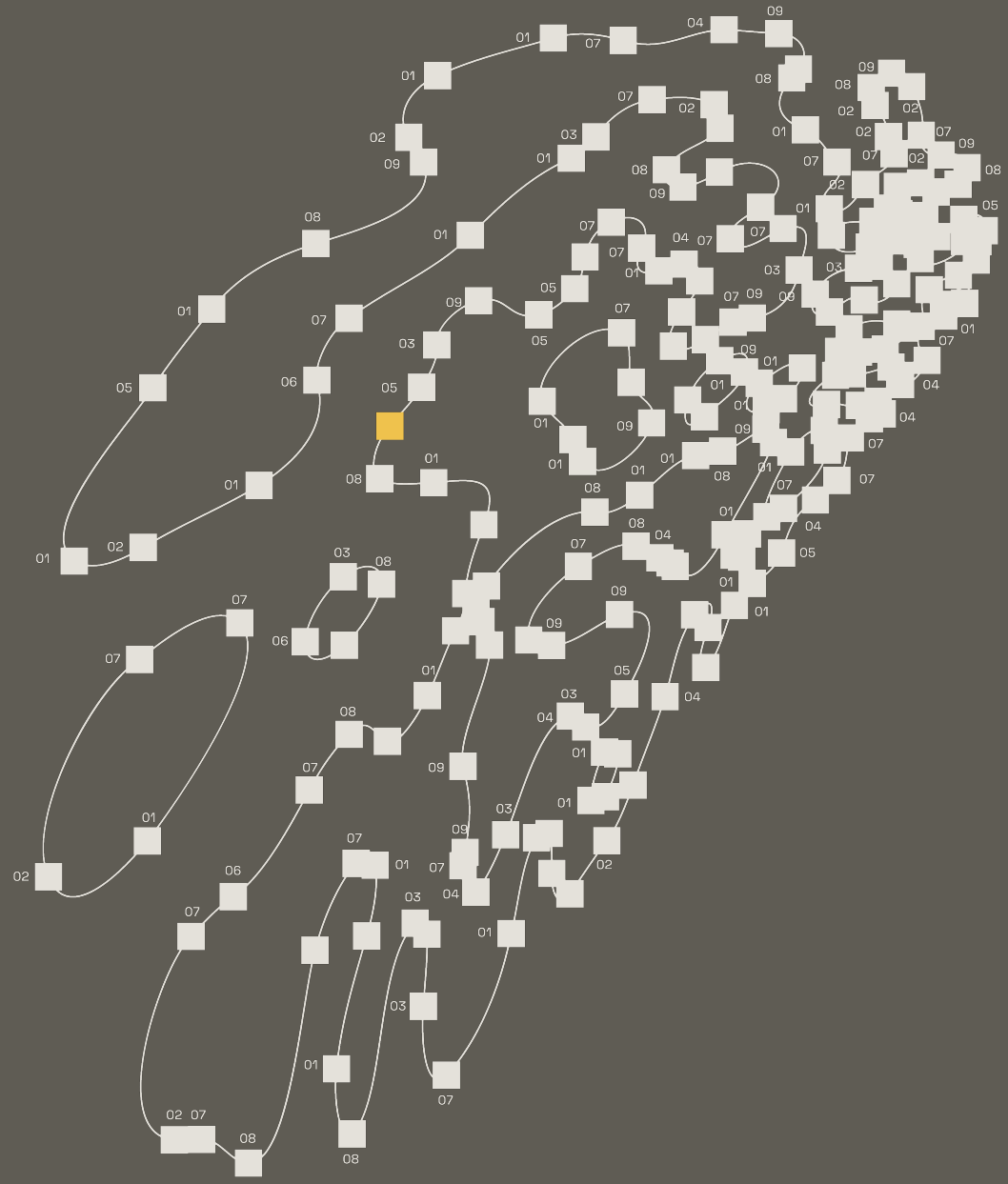
Voice Agents



- WHERE ARE WE?
- WHERE ARE WE HEADING?

1 in 200 employed people worldwide work in a contact center.



SOURCE: GARTNER (~17M CONTACT CENTRE AGENTS, 2022), ILO (GLOBAL EMPLOYMENT.

The job is two things.

001 // KNOWLEDGE

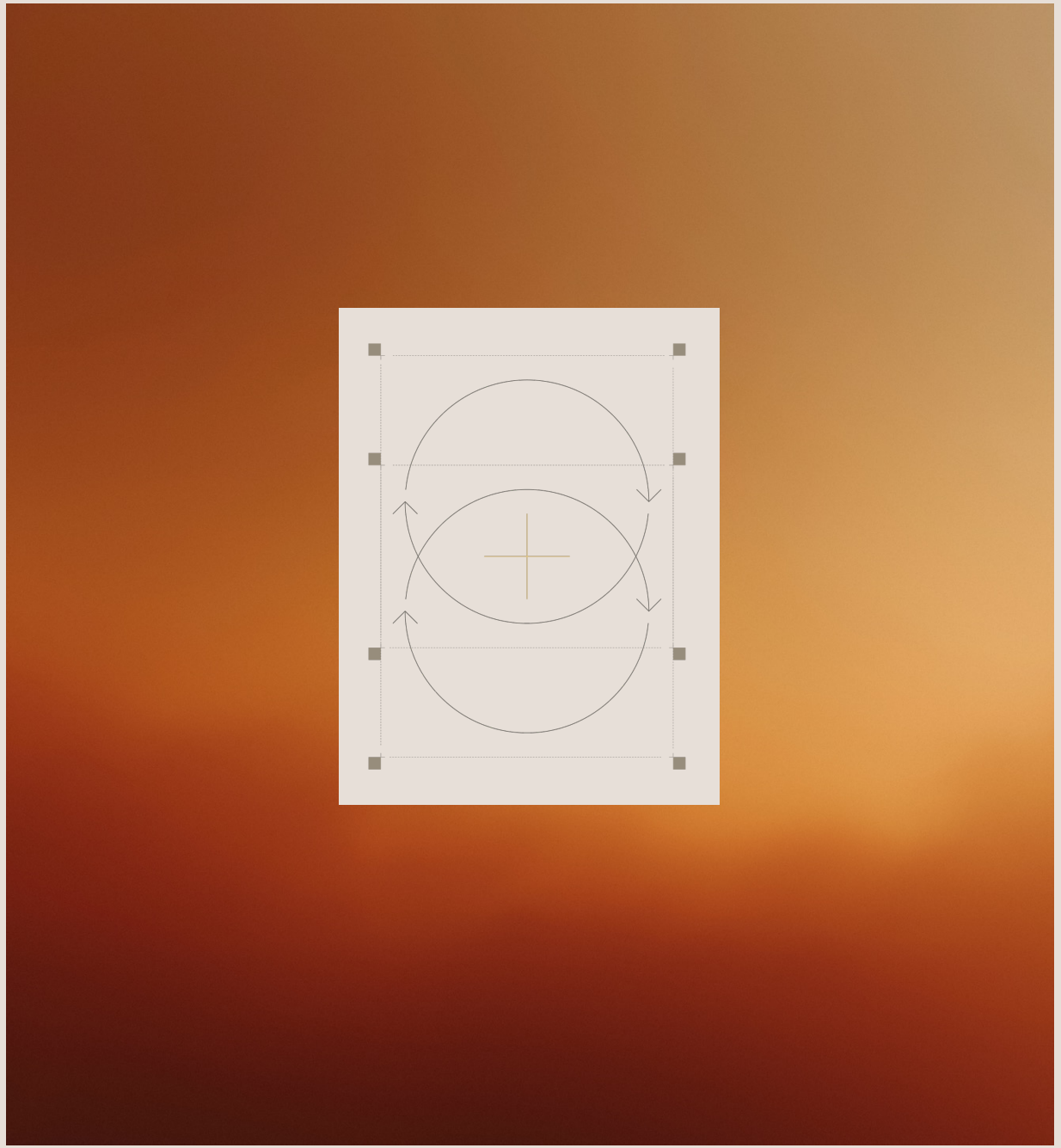
Know the *answer*

Summon the right fact. The agreement, the rule, the price, the history.

002 // ACTIONS

Take the *action*

Write to the CRM. Create the follow-up ticket. Book the callback.

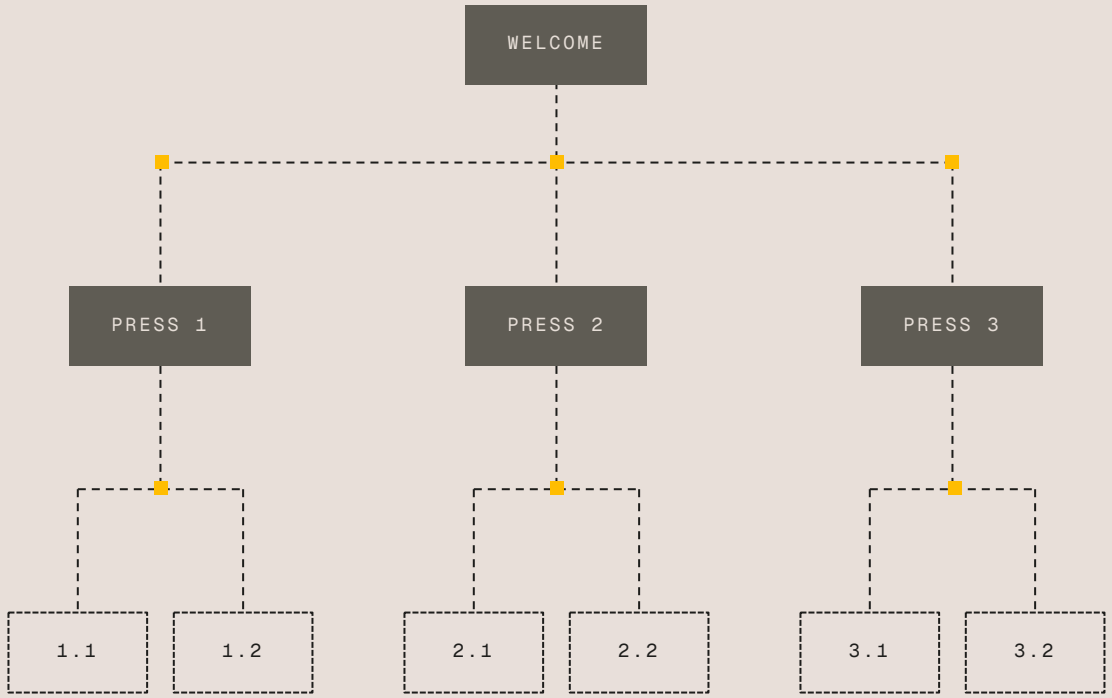


You don't get to the *moon* with a bigger ladder.



Today's agents hold a real conversation.

→ THEN · A DECISION TREE



→ NOW · A CONVERSATION

I need to move my Thursday appointment.

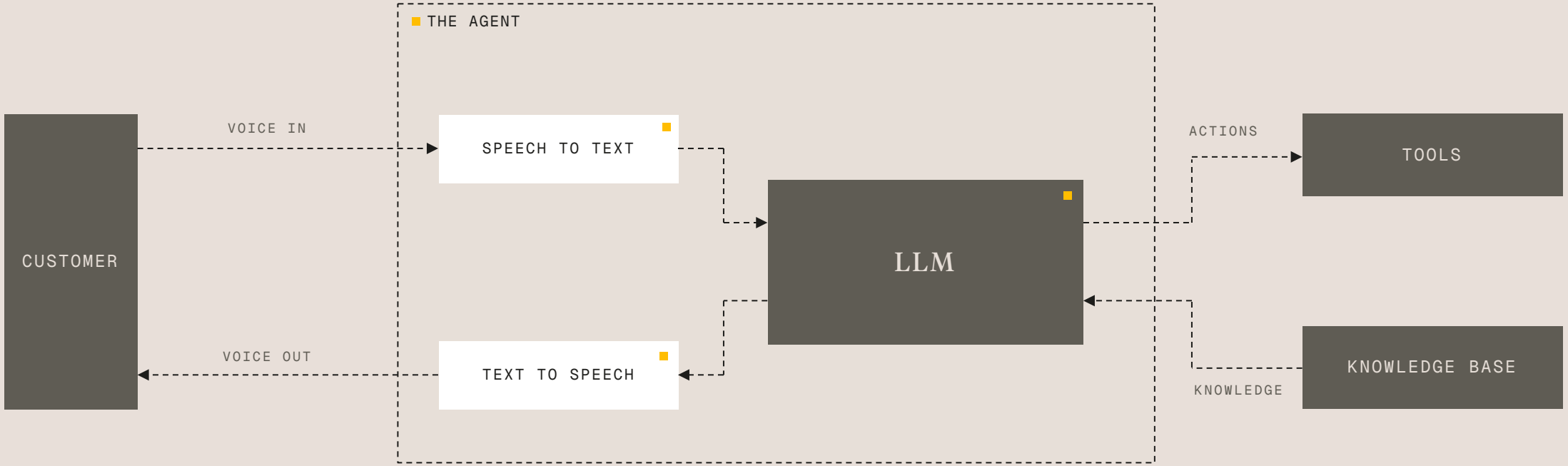
I need to move my Thursday appointment.

Of course. Your last invoice was paid on the 3rd.

Great. Then Friday at 10.

Done. You'll get a text to confirm.

Voice in.
Voice out.

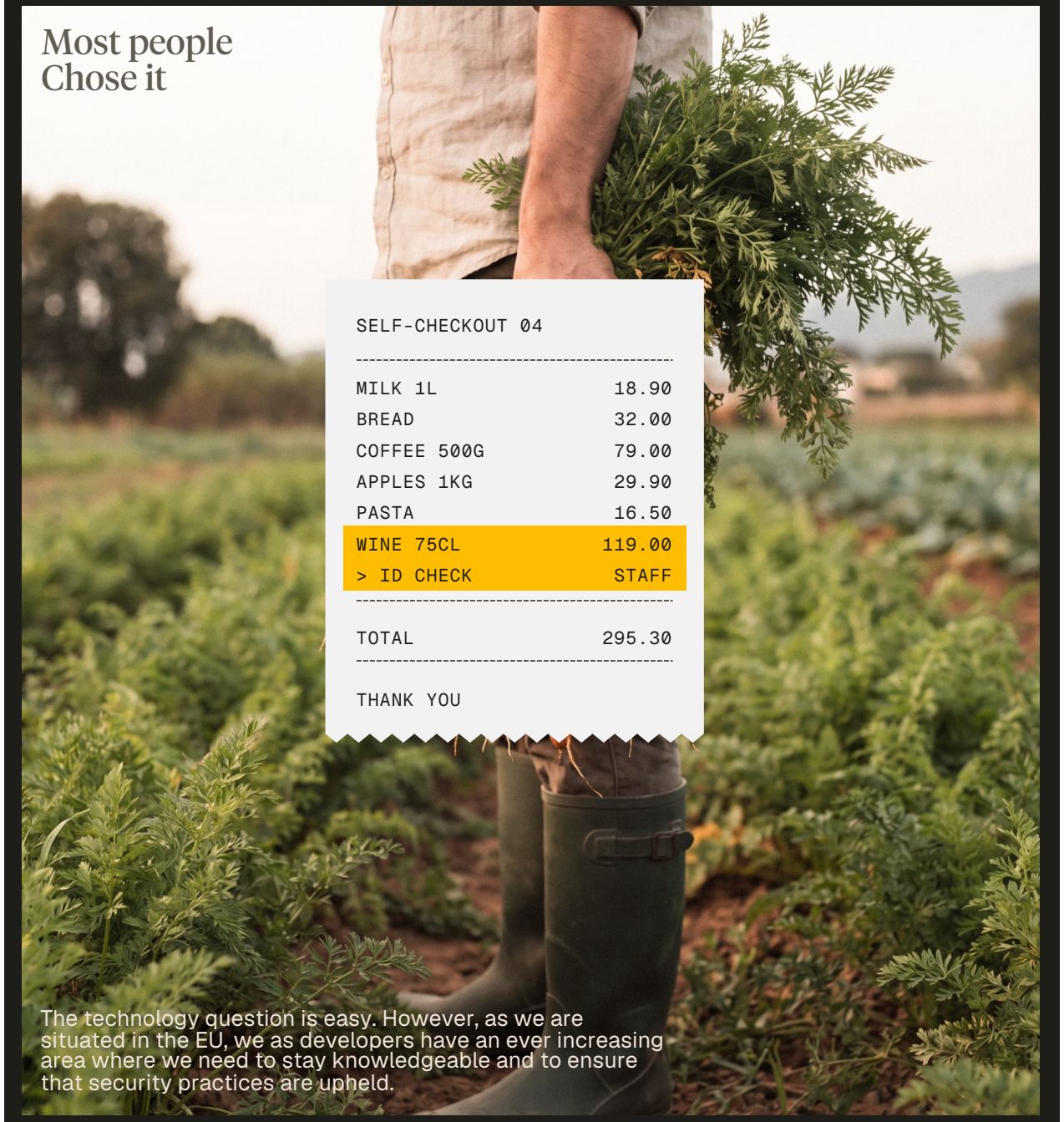


Everyone gets the same platform. Your data is the *difference.*

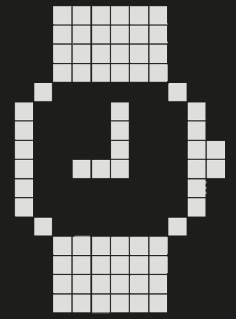
"How did you do that?"

A TEKNIQ MEMBER, IN TESTING

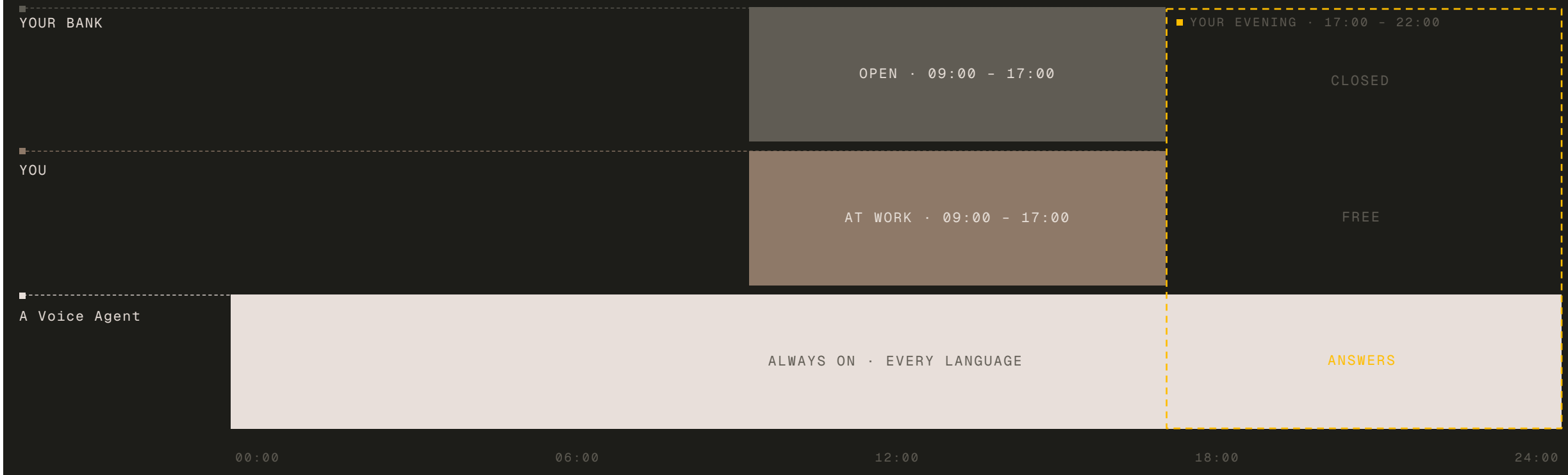
People prefer whoever does the job better.



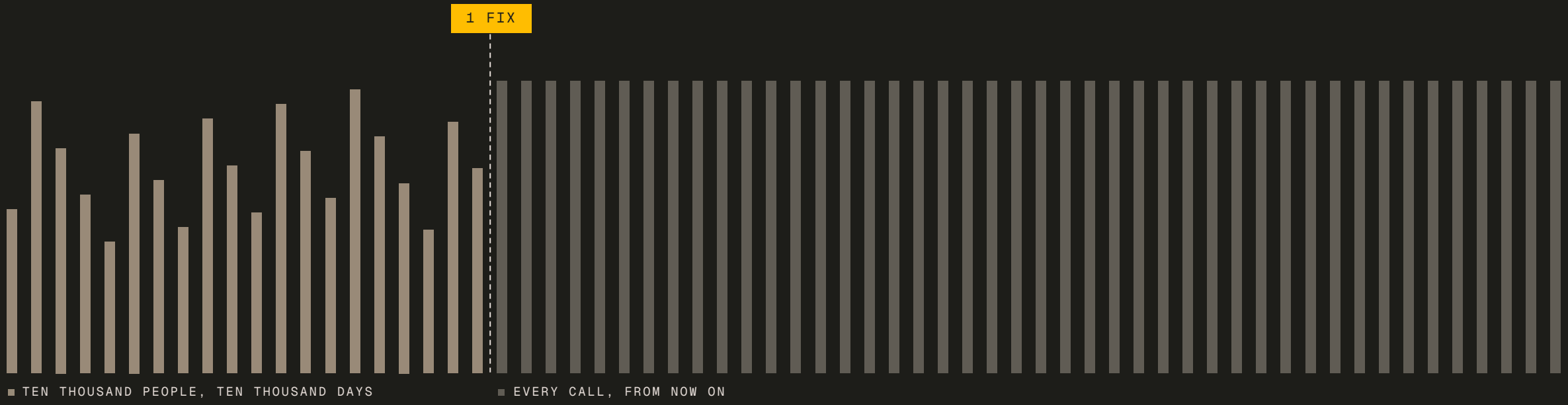
The bank is open 9 to 5.



→ A 24-HOUR DAY



Fix it once instead of training ten thousand.



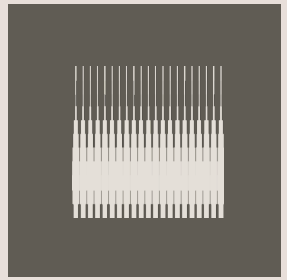
Edit it once. Every call is updated. Iteration takes hours, not months.

What's still hard.

→ DATA LAYER

A good data layer.

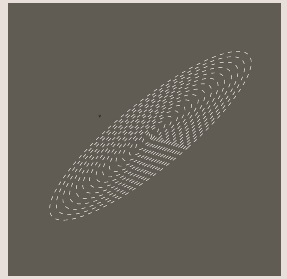
Your main value add.
It takes real engineers.



→ MULTIPLE LANGUAGES

Supporting multiple languages.

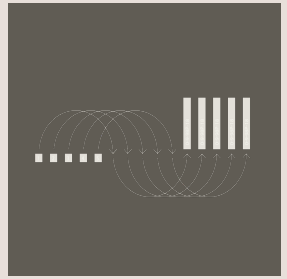
Speaking the language is solved.
Having your knowledge in it is not.



→ VOICE ONLY

No links or lists in voice.

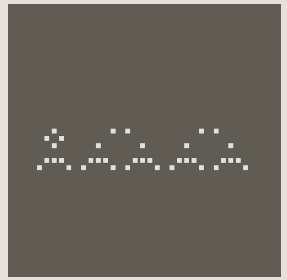
You can't show a table on the phone.
Send the link by text or email instead.



→ REAL CALLERS

Knowing your user.

Some use cases only show up when real callers start calling.
Observability keeps the loop fast.

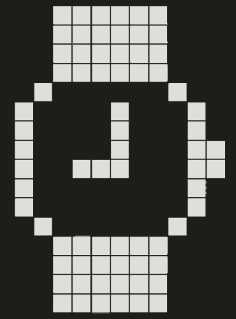


Solved by maturity. Not by a *breakthrough.*

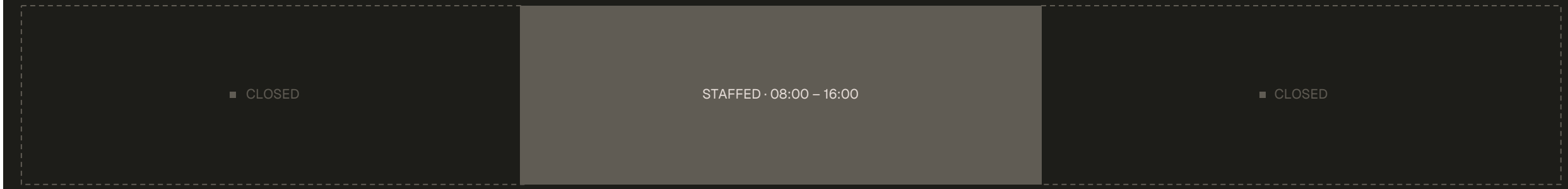
ONE BREAKTHROUGH →

years of engineering...

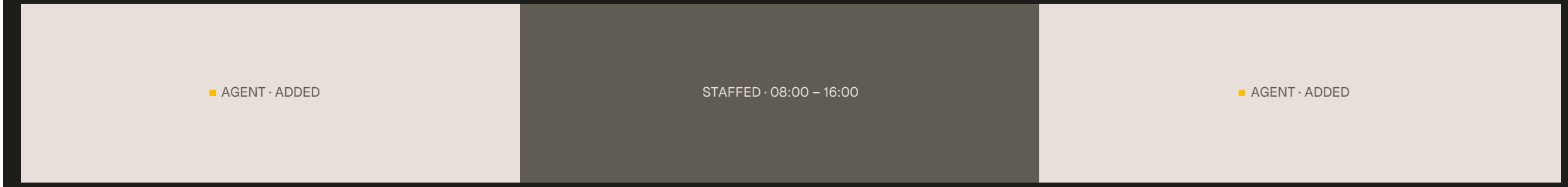
Start where you can only add.



BEFORE · ONE SHIFT

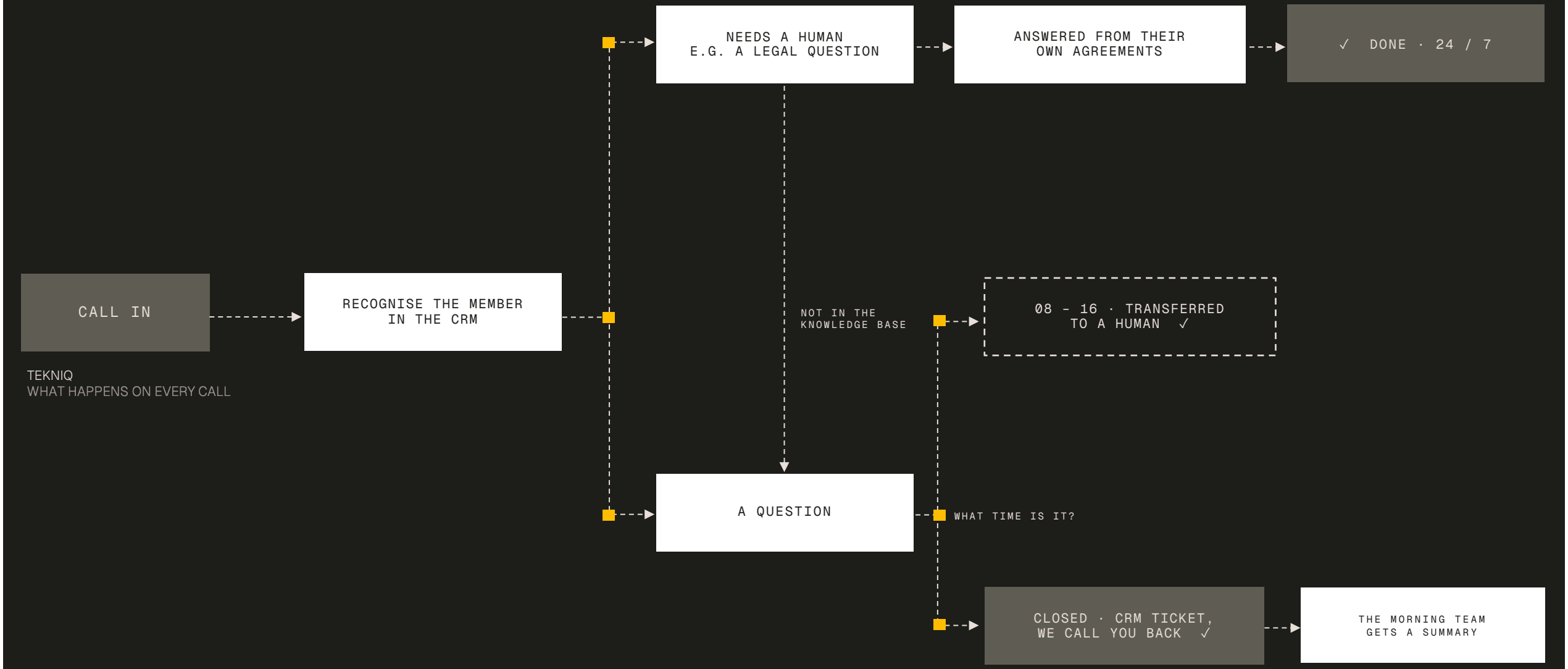


AFTER · THE AGENT ADDED, NOTHING REMOVED



00:00 08:00 16:00 24:00

Every call ends with someone who owns it.



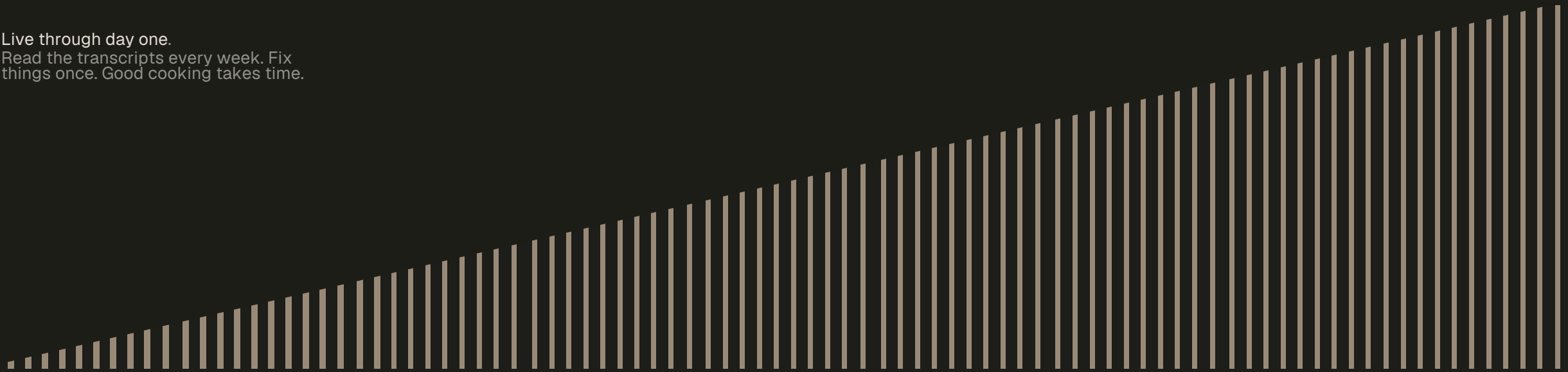
TEKNIQ
WHAT HAPPENS ON EVERY CALL

It wasn't great on day one. *That's the point.*

You can't buy day ninety.

13 WEEKS · 13 FIXES

Live through day one.
Read the transcripts every week. Fix things once. Good cooking takes time.



→ DOING IT RIGHT

Six things to *get right.*

→ 001

The right human to own it.

Someone who knows the service, knows your company's knowledge and owns the agent long-term, through development and iteration. Not IT.

→ 002

Start GDPR and compliance early.

It runs in parallel with the build. Left late, it blocks your launch.

→ 003

Know how your customers want to use it.

Understand how people actually call you before you decide how the agent should behave.

→ 004

Build evals before the agent.

A mantra at heyra.ai. Define the most common questions, set the answers, and put a number on how well you answer them.

→ 005

Treat your knowledge base as a product.

Give it an owner and some love. Don't skimp. It is your biggest value add.

→ 006

Think additively.

Real users at low risk. Don't replace something that exists; add something new and let it learn in the wild.


Maturity can’t be bought or skipped.
Start where you can only add.
Sæmundur Bragnarsson
SÆMUNDUR BAGNARSSON
AI ENGINEER · HEYRA.AI
1 IN 200 EMPLOYED PEOPLE WORK IN A CONTACT CENTRE · SOURCE: GARTNER, ILO