



## Voice Automation for Human Capital and Human Resources

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# 1. Value Proposition

Speech recognition and speaker verification deliver customer value through improved convenience and ease of use. Similarly, organisations that deploy speech recognition report substantial improvements in the areas of security and resource utilisation.

A global trend is emerging, with respect to companies that deploy speech recognition and speaker verification to support their Human Capital and Human Resources operations. Their profile typically includes:

1. A distributed workforce employed in around the clock operation
2. Centralised Human Capital (HC)/Human Resource (HR) Help Desk or national, distributed HR functions
3. Large fluctuation in demand (resulting in long queues)

In a 2005 report, Aberdeen analyst Dr. Katherine Jones, observed “The inability to compete for talent is an ongoing concern across companies of all sizes. Changes in labour force demographics and the far-flung nature of a global workforce cause those charged with long-term workforce planning to lose sleep at night.”

It continued to suggest that automation (especially in the critical recruitment phase) “keeps the qualified candidate interested in your company and not take a position with a competitor.” At least one Australian organisation has followed that advice and included speech recognition to speed up its recruitment and HR processes.

# 2. Customer Case Studies

Here are some other examples of speech recognition in human capital and human resource management:

- **Australia’s largest logistics organisation**
  - Speech menu and self-service applications for staff leave entitlements and supplier payment status.
- **Second-largest Australian retailer**
  - Recruitment support
- **Largest Australian airline carrier**
  - Scheduling and rostering application for flight crews
- **Australian Federal Government agency**
- **New Zealand Government agency**
- **Fifth-largest Australian bank**
- **Second-largest New South Wales health insurer**
  - Biometric identity management/password reset voice print applications
- **New South Wales Government agency and New Zealand Government agency**
  - Automation of front-of-house reception functions through an automated voice dialler



The aforementioned organisation commonly realise a positive return and justified their speech recognition investment within nine to eighteen months of the application going live.

In addition, they report:

1. Increased staff productivity in the call centre/help desk because agents spend less time identifying callers: some organisations return this productivity gain by offering a higher grade of service, others seize the opportunity to reduce operating costs.
2. Staff productivity improvements outside the call centre/help desk, as staff spend less time waiting on the phone before their request is serviced.
3. Increased staff satisfaction through self-service (available 24/7) and elimination of mundane, repetitive processes
4. Increased security by eliminating security loopholes in network, application, and premise or device access.