



From the RX pad of the IVR Doctors



Specializing in
Automated Phone System
Diagnostics & Optimization

“Wizard of Oz” (WOZ) IVR Usability Testing saves time, money and quickly validates application and system design!

We love it when clients may not believe in wizards. And we know the ‘real’ Wizard of Oz had no real powers ... he was only a man behind a curtain. **But we’re happy to report that this Emerald City character is alive and well in 2010 and saving our clients time and money!**

Our most recent project was a WOZ IVR usability test, where ***we*** programmed our client’s proposed menus and call flows, instead of them having to rely on expensive and time-intense system production by their technical vendor, who did not have the skill set to *customer test* the new, still hypothetical, system. In WOZ testing, we have our own hidden wizard, playing the menus and call flows in real time, based on the action (buttons pressed / spoken commands) by test participants as they navigate the new menus. Before WOZ, any post-test changes of a full production prototype would require re-programming, at additional time and expense. And who could conduct an unbiased test? Certainly not the vendor, testing their own system!



In our recent IVR WOZ case, new menus and call flows were developed in an IVR Workshop led by the IVR Doctors with the client’s interdisciplinary IVR team (not just IT/IS, but also customer service, corporate communications, market research). As is typical, we came out of the workshop with client enthusiasm around the “new and improved” menus and call flows. But, as we always teach, systems must ultimately pass the litmus test of consumers. WOZ testing permits that, even within 3-4 weeks of newly developed applications or menus. Just click your heels and you’re back in Kansas, or Peoria, testing the new menus!

After our robust usability test with 17 recent callers to our client’s IVR, in two cities, each a one-hour customer test, one of our clients said, **“I thought we could cut the budget for this Wizard of Oz test, but now that I’ve seen it, I’m so glad we did it, since we got so much out of seeing real people use our system!”** The client thought the workshop menus were 100% ready, but found that the 5% of issues uncovered by the WOZ test was well worth it. (We always say that even the best IVR Workshop produces a 95% solution. This test proved it to this client, with important discoveries that a launch of untested menus would not have uncovered.)

So, next time you’re thinking of a new application -- since this process works for **any** automated protocol, and not just large-scale system design -- our “WOZ” technique is a fast, low-cost way of testing it before launch and get prescriptive diagnostics from real users of your IVR/ASR system. So, just take a trip down the “Yellow Brick Road” and we’ll meet you in Emerald City to set up a WOZ test!



On May 20th, we released the 6th annual IVR/ASR Benchmark Report for Energy Utilities, in conjunction with Market Strategies International. Sixty (60) energy utilities are included in this 95-page report, with ratings and rankings for each company on Functionality, Usability and Aesthetics. Thirteen (13) “gold stethoscope” awards were given out -- see www.ivrdoctors.com for complete information, award winners, press release, and ordering details.

For only \$1,995, **report purchasers also get a free, customized one hour consultation with the IVR Doctors, to go over results and to hear our “low hanging fruit” suggestions**, which we’ve been told often more than offsets the purchase price of the report, in reduced telecommunications costs and from improved self-service utilization. **Order your copy today!**

Peter Brandt
peter@ivrdoctors.com
843.849.7856

IVR Doctors
www.ivrdoctors.com

Mark Camack
mark@ivrdoctors.com
503.449.5940