

Sample Calls

Sample call #1: "Happy Path", Caller provides credit card, buys Optimal Package, accepts all upsells

#	Speaker	What's said	Notes
1.	System	Welcome to XYZ Nutrition, home of the CREAM PRODUCT Laboratories. Are you currently a Club CREAM PRODUCT member?	This reduces the number of DNIS checks necessary/
2.	Caller	Uhhhhh.....no?	
3.	System	<p>Thanks again for calling XYZ Nutrition, home of the CREAM PRODUCT Laboratories. If you've been battling stretch marks and scars, you're not alone – over 90% of women develop them at some point, and most women just assume there's nothing they can do about it. But thanks to the unique ingredients found only in CREAM PRODUCT, there <i>is</i> finally an answer – a proven, guaranteed answer – to stretch marks caused by pregnancy, weight loss, or aging..</p> <p>CREAM PRODUCT is different from any product you may have tried before. Its active ingredients – including PATENTED INGREDIENT the clinically proven main ingredient – depend on being pure and fresh, and as a result, CREAM PRODUCT is made only in small batches. So, we do ask you to qualify before joining Club CREAM PRODUCT and receiving your 30-day trial supply. It takes only a few moments to learn whether CREAM PRODUCT is right for you. Let's get started.</p> <p>Have you had stretch marks or scars for <u>MORE</u> or <u>LESS</u> than 2 years?</p>	<p>This reflects the "women" path and opening greeting.</p> <p>Although it lengthens the call, this "qualifying" sequence provides some cachet, prestige, and credibility. Every caller will qualify, but the caller will come away <i>feeling</i> that s/he has achieved something that not everyone can.</p> <p>Even though the exit action is the same, we need to restrict the grammar to these two responses.</p>
4.	Caller	Uhhh.....less.	
5.	System	And would you describe your stretch marks as <i>faint, moderate, or severe?</i>	
6.	Caller	I'm not sure. Somewhere in between, I suppose....	This is simply to demonstrate error correction.
7.	System	I didn't quite catch that. Would you describe your stretch marks as <i>faint, moderate, or severe?</i>	
8.	Caller	Moderate.	
9.	System	Have you tried other stretch mark removal products before without much success?	
10.	Caller	Ohhhhhh, yes!!!	
11.	System	And these other products – did you try hem for <u>more</u> or <u>less</u> than 90 days, total?	No apology in the error prompting.
12.	Caller	More. Much more!	This might trigger a misrecognition, but the grammar could be tweaked to prevent that.

#	Speaker	What's said	Notes
13.	System	<p>Based on the answers you've provided, it looks like you'd be a great candidate to join Club CREAM PRODUCT and begin receiving all the benefits CREAM PRODUCT can provide for you --- guaranteed! I can enroll you in Club CREAM PRODUCT right now, and get your 30-day trial supply out to you right away, but the current laboratory batch of CREAM PRODUCT is almost gone, so we do strongly recommend that you order now. Otherwise, because several ingredients must be imported, there could be quite a wait for a new laboratory batch to be created. So....</p> <p>In a moment, I'll ask you to spell your last name for me --- but first, let me explain that I'll be passing on this information for someone to fill out the shipping label, so It's important for you to speak slowly and clearly when spelling. For example, if your last name is Smith, you'd spell S-M-I-T-H.</p>	
14.	Caller	Now, please spell your last name for me.	
15.	System	N-E-L-S-E-N	
16.	Caller	I heard N-E-L-S-A-N. Did I get it right?	
17.	System	No, that's wrong.	
18.	Caller	Oops! Okay, let me try that again. Please spell your last name for me, one more time.	
19.	System	N-E-L-S-E-N.	
20.	Caller	That was N-E-L-S-E-N, right? Yes or no?	
21.	System	Yes, that's it.	
22.	Caller	Great, thanks. And now, the first name?	
23.	System	G-A-B-R-I-E-L-L-E.	
24.	Caller	I heard G-A-B-R-I-E-L-L-E. Correct?	
25.	System	Yes.	
26.	System	Okay, now let me get your mailing address, beginning with you 5-digit ZIP code?	
27.	Caller	5-5-3-0-5	This corresponds to multiple city names, so we will need to disambiguate.
28.	System	That's.....Hopkins, Minnesota, right? Yes or no?	
29.	Caller	No.	
30.	System	Okay, how about.....Edina, Minnesota? Yes or no?	
31.	Caller	Yes.	
32.	System	Great, thanks. Now, will we be shipping this order to a post office box, yes or no?	
33.	Caller	No.	
34.	System	All right. n that case, let me get just your street name – don't worry about the house number or any compass directions; I'll get those in a moment. Please tell me the name of your street. For example, if you live on Elm Street, just say "Elm".	
35.	Caller	Cheshire.	
36.	System	Cheshire Lane. Is that North or South?	There's only one "Cheshire" in this ZIP code, so no further disambiguation is necessary on the street name.
37.	Caller	North.	
38.	System	And the house number?	
39.	Caller	2-3-4	

#	Speaker	What's said	Notes
39.	System	234 North Cheshire Lane.. Is there an apartment number or suite number with that, yes or no?	
40.	Caller	Yes, there is.	
41.	System	Okay, please tell me that number.	
42.	Caller	2-1-3.	
43.	System	I've got 234 North Cheshire Lane, number 2-1-3, Hopkins, Minnesota, 5-5-3-0-5. Does that sound right?	
44.	Caller	Yes, that's right.	
45.	System	Thanks. Now, I see you're calling from 7-6-0...3-2-2...9-4-5-5. Is that the best number to reach you during the day, in case any questions should come up about your shipment?	
46.	Caller	No, let me give you another number.	
47.	System	I didn't get that. Should we use this number to contact you for questions about your order, yes or no?	
48.	Caller	No.	
49.	System	No problem. Please tell me the 10-digit telephone number you'd like to use, beginning with the area code.	But be prepared to take 11 digits, only if caller provides "1" as the first digit.
50.	Caller	7-6-0...4-9-9...2-8-1-0.	
51.	System	Let me read that back to you. 7-6-0...4-9-9....2-8-1-0. Correct?	
52.	Caller	Correct.	
53.	System	Thanks. Let me tell you about the packages available to you as a new member of Club CREAM PRODUCT. Our best value is the 4-month supply of CREAM PRODUCT, available to Club CREAM PRODUCT members for \$144.96, a \$50 savings off regular price – plus you get free shipping!. Although CREAM PRODUCT works so quickly that you'll see visible results within 2 weeks, full results usually appear after 90 days. And because CREAM PRODUCT is made only in small batches at a time, we recommend this package so you can avoid the risk of running out, just when results are really starting to show. And remember, you risk absolutely <i>nothing</i> with this order, because you can return it any time during the first 30 days, for a full refund. Would you like to order this package today, and lock in the best value on a 4-month supply of CREAM PRODUCT?	
54.	Caller	Sure! Yes.	
55.	System	All right, I'll be sending this order to <<spell first name>> <500 ms pause> <<spell surname>> at <<HouseNum>> <<StreetName>>, <<AptNum>>, <<City>>, <<State>> <<ZIP>>. Now... Please have your credit card handy, as I'll need some information from the back of the card. If you need a moment to find the card, just say 'Hold on'. Once you've found it, say 'Continue' and we'll go on. If you're driving right now and can't reach your credit card, that's not a problem – just say, "I'm driving".	
56.	Caller	Uhhhhh.....hold on.	
57.	System	"No problem. I'll just wait until you've found the card. When you're ready, say 'Continue' and we'll go on." [[Music to cover]]	

#	Speaker	What's said	Notes
58.	Caller	Okay, I'm ready.	.
59.	System.	If you've found your credit card and are ready to go on, just say "continue".	Error correction.
60.	Caller	Continue.	
61.	System	Great. I can accept Via, Master Card, Discover, or AmEx. All you have to do is tell me the card number, and I'll take it from there. Go ahead and give me that card number now.	
62.	Caller	5-4-1-0...6-5-4-2...9-9-9-9...8-8-1-2.	
63.	System	That's a Discover card, right? Yes or no?	We can determine card type from the number, and if we have the type wrong, there is no need to confirm the number; we'll know we got it wrong.
64.	Caller	No, that's wrong!	
65.	System	Sorry. Let me try one more time. Please tell me the card number, one digit at a time.	
66.	Caller	5-4-1-0...6-5-4-2...9-9-9-9...8-8-1-2.	
67.	System	That's a MasterCard, right? Yes or no?	
68.	Caller	Yes, that's right.	
69.	System	With a card number of 5-4-1-0...6-5-4-2...9-9-9-9...8-8-1-2. Is that correct?	
70.	Caller	Yep, that's right.	
71.	System	Now, let me get the expiration date --- just the month and year. For example, "April, two thousand and one" or "Twelve, twenty-oh-four." Go ahead?	
72.	Caller	May, twenty fourteen.	
73.	System	May, two thousand fourteen. Is that correct?	
74.	Caller	Yes.	
75.	System	Thanks.	
76.	Caller	And is the credit card billing address the same as the shipping address you just gave me? Yes or no?	
77.	System	Yes, it is. Great! I already have that address, then. Now, based on the answers you gave me earlier, it looks as though you'd get the most out of CREAM PRODUCT by pairing it with our OTHER PRODUCT Cream. The two products – CREAM PRODUCT and OTHER PRODUCT – work together in what our lab technicians describe as a 'chemical synergy': CREAM PRODUCT targets stretch marks and scarring, while OTHER PRODUCT targets the dimpling that can often accompany them. So, we're including a sample size jar of OTHER PRODUCT cream absolutely free, to get you started. Once you see how these products work together, we know you'll want to continue with OTHER PRODUCT, too. As our way of saying 'Welcome to Club CREAM PRODUCT, we'll be shipping your order at no charge to you, using standard shipping, with an expected delivery time of about 10 business days. But... We'll upgrade this order to priority shipping, arriving in only 4-6 business days, for just \$5.95. Would you like us to upgrade this order to priority shipping?	

#	Speaker	What's said	Notes
78.	Caller	Yeah. You bet!	
79.	System	Great choice. I'll include the priority shipping as part of this order And finally... To get the most out of the complete treatment regimen: CREAM PRODUCT for stretch marks, OTHER PRODUCT to prevent and eliminate dimpling, your body needs strong but balanced nutrition, and we recommend clinically proven DAILY PRODUCT to provide the nutritional support that enables your body to get the fastest and best results. DAILY PRODUCT is a specially formulated and balanced blend of vitamins and minerals specifically designed to maximize the benefits of the CREAM PRODUCT program. You can add a 1-month supply – enough to see whether DAILY PRODUCT is right for you --- for only \$3.95 added to the shipping charge. We believe in this product so much, we'll include it free; all you pay is the additional shipping charge. Would you like to add a 1-month supply of DAILY PRODUCT to this order?"	
80.	Caller	Sounds good!	Might want to expand the synonyms for "Yes" to handle utterances like this.
81.	System	Great! That way, you know you'll get the absolute best results from the full CREAM PRODUCT program. We're almost done, but... Before you go, let me give you your Club CREAM PRODUCT Membership Number. If you have any questions about your order, or to reorder at any time, just use your membership number to speed right through and save time. That number is <<CustNum>>, and we'll include it with your CREAM PRODUCT shipment, as well. Once again, your Club CREAM PRODUCT Membership Number is <<CustNum>>. Welcome to Club Celrixia – we know you're going to love the brand new you! Meanwhile, thanks for calling, and....g'bye!	

Sample call #2: Male caller, Caller postpones credit card, buys 2-month Package, accepts one upsell

#	Speaker	What's said	Notes
1.	System	Welcome to XYZ Nutrition, home of the CREAM PRODUCT Laboratories. Are you currently a Club CREAM PRODUCT member?	This reduces the number of DNIS checks necessary/
2.	Caller	Uhhhhh.....no?	
3.	System	<p>Hello, and thanks for calling XYZ Nutrition, home of the CREAM PRODUCT Laboratories. Guys, you know how it is: you work out, you watch your diet, you lose that beer gut – but the memory lingers on, in the form of ugly and embarrassing scars or marks. Or maybe you've never completely lost those acne scars from junior high, and thought you'd never be able to. Well, you are able to, thanks to the unique ingredients found only in CREAM PRODUCT!</p> <p>CREAM PRODUCT is different from any product you may have tried before. Its active ingredients – including PATENTED INGREDIENT, the clinically proven main ingredient – depend on being pure and fresh, and as a result, CREAM PRODUCT is made only in small batches. So, we do ask you to qualify before joining Club CREAM PRODUCT and receiving your 30-day trial supply. It takes only a few moments to learn whether CREAM PRODUCT is right for you. Let's get started.</p> <p>Have you had stretch marks or scars for <u>MORE</u> or <u>LESS</u> than 2 years?</p>	<p>This reflects the “men” path and opening greeting.</p> <p>Although it lengthens the call, this “qualifying” sequence provides some cachet, prestige, and credibility. Every caller will qualify, but the caller will come away <i>feeling</i> that s/he has achieved something that not everyone can.</p> <p>Even though the exit action is the same, we need to restrict the grammar to these two responses.</p>
4.	Caller	More. Way more!.	Might require tweaking in the grammar.
5.	System	And would you describe your stretch marks as <i>faint, moderate, or severe?</i>	This “qualifying” section might need to be slightly altered for the “men” path, to emphasize scarring slightly more than stretch marks.
6.	Caller	I'm not sure. Somewhere in between, I suppose....	This is simply to demonstrate error correction.
7.	System	I didn't quite catch that. Would you describe your stretch marks as <i>faint, moderate, or severe?</i>	
8.	Caller	Severe.	
9.	System	Have you tried other stretch mark removal products before without much success?	
10.	Caller	No, I haven't.	

#	Speaker	What's said	Notes
11.	System	<p>Based on the answers you've provided, it looks like you'd be a great candidate to join Club CREAM PRODUCT and begin receiving all the benefits CREAM PRODUCT can provide for you --- guaranteed! I can enroll you in Club CREAM PRODUCT right now, and get your 30-day trial supply out to you right away, but the current laboratory batch of CREAM PRODUCT is almost gone, so we do strongly recommend that you order now. Otherwise, because several ingredients must be imported, there could be quite a wait for a new laboratory batch to be created. So....</p> <p>In a moment, I'll ask you to spell your last name for me --- but first, let me explain that I'll be passing on this information for someone to fill out the shipping label, so It's important for you to speak slowly and clearly when spelling. For example, if your last name is Smith, you'd spell S-M-I-T-H.</p> <p>Now, please spell your last name for me.</p>	
12.	Caller	G-A-L-I-N-E-A-U.	
13.	System	I heard G-A-L-I-N-E-A-U. Did I get it right?	
14.	Caller	Yes, that's it.	
15.	System	Great, thanks. And now, the first name?	
16.	Caller	J-A-M-E-S	
17.	System	I heard J-A-M-E-S. Correct?	
18.	Caller	Yes.	
19.	System	Okay, now let me get your mailing address, beginning with you 5-digit ZIP code?	
20.	Caller	9-8-1-2-2-	
21.	System	That's.....Seattle, Washington,, right? Yes or no?	
22.	Caller	Yes.	
23.	System	Great, thanks. Now, will we be shipping this order to a post office box, yes or no?	
24.	Caller	No.	
25.	System	<p>All right. n that case, let me get just your street name – don't worry about the house number or any compass directions; I'll get those in a moment. Please tell me the name of your street. For example, if you live on Elm Street, just say "Elm".</p>	
26.	Caller	15 th .	
27.	System	15 th Avenue, or 15 th Avenue East?	<p>This is a good example of the "funneling" that can be done once we know the ZIP code, and we can tap into a streets database. At this point, we know that there are no 15th "streets" or "boulevards" in this ZIP code — only 15th "Avenues". But there are two different flavours of 15th Avenue, so we still need to disambiguate. However, the list has been narrowed down so far that there are only two choices.</p>
28.	Caller	East. 15 th Avenue East.	

#	Speaker	What's said	Notes
29.	System	And the house number?	
30.	Caller	9-1-5.	
31.	System	9-1-5 15 th Avenue East. Is there an apartment number or suite number with that, yes or no?	
32.	Caller	No, that's it.	
33.	System	I've got 915 15 th Avenue East, Seattle, Washington, 9-8-1-2-2 Does that sound right?	
34.	Caller	Yes, that's right.	
35.	System	Thanks. Now, I see you're calling from 2-0-6...3-2-2...9-4-5-5. Is that the best number to reach you during the day, in case any questions should come up about your shipment?	
36.	Caller	That's my cell phone, so yeah, that'd probably be better than the home phone. I mean, I'm at work all day, so I guess this would be the one to use.	
37.	System	I didn't get that. Should we use this number to contact you for questions about your order, yes or no?	
38.	Caller	Yes.	
39.	System	Thanks. Let me tell you about the packages available to you as a new member of Club CREAM PRODUCT. Our best value is the 4-month supply of CREAM PRODUCT, available to Club CREAM PRODUCT members for \$144.96, a \$50 savings off regular price – plus you get free shipping!. Although CREAM PRODUCT works so quickly that you'll see visible results within 2 weeks, full results usually appear after 90 days. And because CREAM PRODUCT is made only in small batches at a time, we recommend this package so you can avoid the risk of running out, just when results are really starting to show. And remember, you risk absolutely <i>nothing</i> with this order, because you can return it any time during the first 30 days, for a full refund. Would you like to order this package today, and lock in the best value on a 4-month supply of CREAM PRODUCT?	
40.	Caller	Mmmmmm..... No.	
41.	System	That's understandable. But remember, you risk absolutely nothing, because you can return your order any time in the first 30 days, for a 100% refund. And this offer truly does represent the best way to get started with CREAM PRODUCT and 'build momentum' dealing with stretch marks, with a steady 4-month supply of CREAM PRODUCT. To order this package, say "Order." Or, to hear about our other packages, say "continue".	
42.	Caller	Continue.	
43.	System	We also offer CREAM PRODUCT in 3-month, 2-month, and 1-month supplies. The 3-month package is only \$119.97 – a \$35 savings off regular pricing. The 2-month supply is \$89.98, a \$10 savings, and the 1-month supply is \$49.95. And remember, you risk absolutely NOTHING with any order, because you can return the unused portion at any time during the first 30 days, for a full refund. Again, though, we do recommend ordering larger supplies, because CREAM PRODUCT is made only in small batches and you don't want to risk running out. So which package would you like: '1-month, 2-month, or 3-month'?	This will require careful coaching of the voice talent, as the pacing is critical here, to avoid scaring off buyers. The current IVR kind of races through this (as do the live agents), and the pricing structure is extremely complicated and intimidating.

#	Speaker	What's said	Notes
44.	Caller	Hooooooo, boy. Good question!	
45.	System	I didn't quite get that. Would you prefer the 1-month, 2-month, or 3-month CREAM PRODUCT package?	
46.	Caller	2-month. 2-month.	
47.	System	Just to confirm, that was the 2-month package, correct?	
48.	Caller	Yes, that's right.	
49.	System	All right, I'll be sending this order to <<spell first name>> <500 ms pause> <<spell surname>> at 915 15 th Avenue East, Seattle, Washington, 9-8-1-2-2.. Now... Please have your credit card handy, as I'll need some information from the back of the card. If you need a moment to find the card, just say 'Hold on'. Once you've found it, say 'Continue' and we'll go on. If you're driving right now and can't reach your credit card, that's not a problem – just say, "I'm driving".	
50.	Caller	I'm driving.	
51.	System	Here's what we can do, then. I have all of the necessary information except the credit card number, and I've created a Club CREAM PRODUCT membership number for you. That number is <<CustNum>>. I can reserve this order for you, at this special pricing, for the next 2 hours, if you call back and use your Club CREAM PRODUCT number. This will also save you time, since you won't need to tell me your name and address again. Once again, your Club CREAM PRODUCT number is <<CustNum>> --- but remember, I can only reserve this order for the next 2 hours, before I'll have to make it available to other members, since CREAM PRODUCT is available only in small quantities. Should I reserve this order for you, using your Club CREAM PRODUCT Membership Number, yes or no?"	
52.	Caller	Yeah! Please!	
53.	System.	Great! Once again, your Club CREAM PRODUCT Membership Number is <<CustNum>>, and you must call back within the next 2 hours. We know that you'll love the results you get with CREAM PRODUCT – in fact, we're so sure of it that we guarantee those results! We look forward to hearing from you soon. Meanwhile, thanks for calling XYZ Nutrition, and welcome to Club CREAM PRODUCT. G'bye for now!	

Sample call #3: Club CREAM PRODUCT member reorders

#	Speaker	What's said	Notes
1.	System	Welcome to XYZ Nutrition, home of the CREAM PRODUCT Laboratories. Are you currently a Club CREAM PRODUCT member?	This reduces the number of DNIS checks necessary/
2.	Caller	Yes, I am.	
3.	System	Welcome back! Please tell me your membership number.	We can also run a search on the phone number, if the caller does not his/her membership number.
4.	Caller	N-E-L-S-9-8-2	First four of last name, plus a sequential number.
5.	System	Found it! Now, are you calling to "return" an order or to "reorder" more CREAM PRODUCT?	
6.	Caller	Reorder more CREAM PRODUCT.	
7.	System	Great! We're delighted — but not surprised — that CREAM PRODUCT is working well for you. Last time, we sent the 3-month package, containing a 90-day supply of CREAM PRODUCT, and a trial size of our OTHER PRODUCT cream, with priority shipping.. Would you like us to send the same order this time, yes or no?	Might need to provide for callers who decline priority shipping. However, don't upsell return callers; they'll likely know what they want and just want to order and get off the phone.
8.	Caller	Yes, please.	
9.	System	And would you like it sent to 9-1-5 15 th Avenue East, Seattle, Washington, 9-8-1-2-2-?	If "no", we use the same address-collection subroutine as for new callers. The address readout will likely need to be TTS; recording all possible addresses would be prohibitively large and labour-intensive.
10.	Caller	Yes, that's it.	
11.	System	Finally, should I use the same credit card, a MasterCard ending in 8-8-1-2?	
12.	Caller	Yep!	
13.	System	Okay, then! I'll get that order out to right away, and you should receive it in about 4-6 business days. Thanks for being a valued Club CREAM PRODUCT member.	

Sample call #4: Club CREAM PRODUCT member returns order for refund

#	Speaker	What's said	Notes
3.	System	Welcome to XYZ Nutrition, home of the CREAM PRODUCT Laboratories. Are you currently a Club CREAM PRODUCT member?	This reduces the number of DNIS checks necessary/
4.	Caller	Yes, I am.	
14.	System	Welcome back! Please tell me your membership number.	We can also run a search on the phone number, if the caller does not his/her membership number.
15.	Caller	N-E-L-S-9-8-2	First four of last name, plus a sequential number.
16.	System	Found it! Now, are you calling to "return" an order or to "reorder" more CREAM PRODUCT?	
17.	Caller	Return an order.	
18.	System	We're sorry to learn that CREAM PRODUCT didn't work out for you, but I can help you get a Return Authorization Number and return the unused portion. Before I do that, though, I'll need you to complete a short survey, as part of your Club CREAM PRODUCT agreement. It takes only a couple of minutes, and helps us make CREAM PRODUCT the product you need it to be. First...." Did you use CREAM PRODUCT exactly as directed on the bottle?	
19.	Caller	Yes, I did.	
20.	System	Would you describe your stretch marks or scarring as having faded "a lot", "somewhat", "very little", or "not at all"?	This question provides the opportunity to "save" the return.
21.	Caller	Ummmm.....somewhat.	
22.	System	Some stretch marks, particularly those that have been there more than 2 years or have been treated with other products, can be a bit more resistant to CREAM PRODUCT, at first. These cases usually begin to show best results at about 45-50 days, with full results around 90 days. We recommend that you continue to use CREAM PRODUCT as directed, but give it a bit more time to see optimum results. Would you still like to return this order?	
23.	Caller	Yep!	There may be more questions here, depending on how many "save" opportunities are wanted.
24.	System	I'll be sending your Return Authorization Number kit to the address on file, and you should receive it in about 5-7 business days. The kit contains complete instructions for returning your unused CREAM PRODUCT for a full refund. We'll keep your Club CREAM PRODUCT account information on file for 6 months – based on the valuable feedback you've provided, we can continually improve CREAM PRODUCT, and we're sure we'll be welcoming you back in no time. Meanwhile... Thanks for being a Club CREAM PRODUCT member. G'bye!	

