

V. M. Prather

IVR/VUI Best Practices • IVR Design & Project Management • Creative Services
Management – Product Design & Development • Branding • Global Project Management

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Summary

Dynamic, results-oriented Voice User Interface (VUI) and Interactive Voice Response (IVR) design team lead / manager with a proven track record of improving both the bottom line and the customer experience.

Background includes launching innovative service and acquiring 1 million subscribers in six months, creating application design that saves \$18 million in annual support costs, and beating deadlines to create award-winning application designs.

- Critical thinker and adept speaker who can apply extensive industry knowledge to profitable, revenue-enhancing design opportunities. Expertly directs and manages customer demand discovery, design, and usability testing. Published author and industry conference speaker.
- Effective team lead, mentor, coach, and project-management skills

Professional Experience

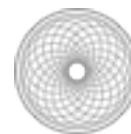
Principal VUI/IVR Consultant (2000-Present)

Colla Voce Consulting (San Francisco, CA 94114)

Dynamic design-team, project management and business-analysis leadership for IVR projects of client companies including eLoyalty, Intervoice, Convergys, Nuance, Marketing Architects, Microsoft Corporation, DISH Network, US Bank, Wachovia Bank, US Airways, United Airlines, Blue Cross/Blue Shield, and the State of Utah.

Major accomplishments:

- IVR product management for **Ticketmaster / Live Nation Entertainment**, the world's largest ticketing service
 - Strategize, map goals, objectives, and design initiatives for North America's largest and most complex VUI deployment
 - Coordinate VUI design and deployment efforts among a team of two dozen VUI specialists, programmers, and operations administrators
- VUI audit/design refresh for **Cisco Unity Connection** voicemail system and integrated messaging system
 - Reorienting system for speech, mobile professionals, and video conferencing
- Featured speaker at SpeechTek 2008; *Maintaining Interface Symmetry in Multimodal Applications*
- Design-team lead for bilingual redesign (English/Spanish) of self-service Billing inquiry and Ordering VUI application for **DISH Network**
 - \$18 million annual savings over staffed CSRs and legacy system
 - Averages 6% higher success rate than legacy TouchTone applications, with annual cost savings of tens of millions



- Design-team lead/Project Manager for bilingual business analysis and subsequent redesign of automated telephone services (case information, account balance, and transaction payment) for **State of Utah** Office of Recovery Services
 - Served as project-management lead for IVR design project
 - Improved automation rates by 127% (estimated) over 15-year-old legacy system
 - Application supports 300+ home agents
- Award-winning VUI application for **Nicor Gas Company**, created in record time: 6 weeks from requirements analysis to initial deployment
 - Achieved 90% (plus) automation rate since deployment, saving an estimated \$1.2 million per month
 - Achieved industry-leading 30% self-service rate for incoming calls

Senior Manager, Information Design & Development (1998-2000)

General Magic, Inc. (420 N. Mary Avenue, Sunnyvale, CA 94085)

Business analysis, competitive analysis, market analysis and subsequent design of VUI applications and accompanying user information products for award-winning Portico and myTalk unified communications services

- Project management of myTalk usability testing projects
- Took myTalk from launch to 1,000,000+ subscribers in 6 months
- Co-designed transactional VUI-based application for Quicken Finance

Education

M.S., Human Computer Interaction (with highest honors)
Rensselaer Polytechnic Institute, Troy, NY

Graduate Certificate, Management of Technical Information
University of California Santa Cruz, Santa Cruz, CA

B.A., Education (with high honors)
Pacific Lutheran University, Tacoma, WA

Skills

- Languages: English, Spanish (read, write, speak)
- Experienced voice actor, voiceover artist, singer
- Co-author: *Contents Under Pressure: Web Content Management with Limited Time, Budget, and Staff*
- Use cases, requirements documentation, change tracking, UI specs (design and functional), cross-functional teams
- Mercury Quality Center (bug tracking), Visio, Project, Microsoft Office
- Pursuing PMP Certification (expected completion 2012)