

# IDEAL VOICE

## Agent Audition System



Customers form opinions of your brand mere seconds into a call, and your reputation depends upon how your agents communicate with customers.

The agents who leave customers feeling good about their service experience are influential, dedicated, engaging, articulate, and likeable.

	What it Means to the Customer	What it Means to You
Influential	the introduction to something they can use	targeted marketing
Dedicated	a need fulfilled	effective call resolution
Engaging	a positive experience	customer loyalty
Articulate	proof that you have it together behind the scenes	a boost for the brand's reputation
Likeable	the first reason to stay on the line	customer satisfaction and referrals

The IDEAL Voice™ Agent Audition System identifies these agents among your candidates.

IDEAL Voice brings together scientific modeling and human expertise to analyze a candidate's speech. It examines 23 dimensions of voice quality proven to affect customer perception and engagement. Findings are presented in a detailed report and summarized in an *ID Readiness* score.

## ID Readiness MEANS:

- The difference between your customer being glad he braved the wait for an agent – and disappointment
- The difference between the perception of a small-time customer support operation – and big-time customer-focused operations
- The difference between a sale – and “nah, maybe later”

ID Readiness is more than the ability to read a script in a pleasant tone; it's the synthesis of a wide spectrum of vocal qualities and conversational habits.

## WHY TRUST YOUR BRAND'S REPUTATION TO ANYTHING LESS THAN AN IDEAL VOICE?

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## TRANSFORMING:

The IDEAL Voice ID Readiness report equips your call center to hire only the candidates who can engage and influence your customers—and, it provides customized prescriptions for new-hire training.

## SCIENTIFICALLY PROVEN:

Validity and reliability studies revealed that IDEAL Voice is highly accurate in predicting perceptions of social competence based on speech dynamics.

## EASILY DELIVERED:

IDEAL Voice is an interactive web-based program that can be delivered anywhere, even in candidates' homes.

## RELEVANT:

IDEAL Voice scoring systems can be calibrated to match the values and special requirements of the work environment.

IF having a reputation for great customer service matters to your company, IDEAL Dialogue is a must. The IDEAL Dialogue suite of selection, training, and strategy systems equips you to master the human component and lead your competitors in customer satisfaction.

IDEAL VOICE

IDEAL AGENT

IDEAL LEADER

MERCATOR ID

For a more thorough introduction to IDEAL Voice, email us at [tellmemore@idealdialogue.com](mailto:tellmemore@idealdialogue.com) or call us at 1.800.648.5526. We can introduce you to the system in a half-hour conversation. We can set up your auditions in less than a week.

id IDEAL  
DIALOGUE  
COMPANY