

# Floral Management

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## Heard it Here First

### *Phone Software Stops Abandoned Calls*

**Frustrated callers on hold may soon see results** from their moaning and groaning, thanks to a new software program, pioneered by University of Southern California's Shrikanth Narayana, Ph.D., that will automatically transfer the most angry callers to operators. The software automatically analyzes the caller's voice (according to pitch, speaking rate, etc.) language and what actions the caller is taking, including repetitive grumbling, sighing and moaning. Based on "pattern recognition" and built using examples from real data, the program gauges which callers are upset and immediately transfers them to an operator. "It's one more tool that will hopefully smooth out the wrinkles in the ever increasing world of automation," says Narayanan, who hopes the software will be ready to hit the market in 2006.

**So What?** If someone is inventing software to pacify frustrated callers on hold, then clearly it's a problem retailers — especially those that do a great deal of phone business — should recognize. Try the low-tech version of the software: Be sure customers calling your shop get prompt service, especially during busy holidays.