

LMET IVR Interviews Research Plan

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Background

An Interactive Voice Response (IVR) system is being proposed for LMET to reduce the number of call transfers by routing the caller to the correct team the first time by eliminating the caller's judgement from the decision-making process and implementing logic defined by program teams to the call flow. Currently, callers must listen to a long menu of options and select the correct option to be routed to the correct response team, leading to a problem of incorrect selections based on user judgement, increased out-of-scope calls, and long call wait times for LMET. The proposed project is to remake the Last Mile Emergency Team (LMET) call workflow away from a menu listing options to an Interactive Voice Response (IVR) which directs callers based on voice inputs.

Objective

This user research effort focuses on evaluating the proposed IVR call workflow and prompts with Amazon delivery associates (DA) and delivery partners (DP). We want to understand users' experiences using the existing call menu selection pattern, and their mental models during emergencies or delivery issues, on or off the road. We then want to record participant's feedback and reactions to the proposed workflow, identifying any friction or potential concerns, as well as their comparison between the current and proposed call interaction patterns.

- Evaluate which LMET call service interaction pattern is a better user experience; current menu listing pattern or proposed voice input pattern
 - Record which option participants prefer
- Evaluate viability of voice prompts in proposed IVR workflow
- Identify potential concerns with the proposed IVR workflow
- Understand transporter users' experiences and preferences with language/accents in LMET/SDS (Shipping and Delivery Support) call service



- Understand users' mental models and vocabulary in reference to the LMET/SDS call service
- Understand transporters' experiences with the current LMET/SDS call service

Methodology

We will conduct a series of 1:1 45min virtual user interviews through Chime, including a Wizard-of-Oz component to simulate and test the proposed IVR call scenario and prompts with the user.

Questions

Introduction

- Hello, my name is X and I'm a UX Designer working with the Global Security Operations Center which handles receiving emergency calls and reports from drivers. Today we're interested in understanding your experience in calling the support line through your Rabbit app. We're working on a project to revamp the automated call options and how you would be directed to the right department. We'd like to talk through this new option with you and get your reactions or feedback.
- Can we record this session? For later analysis and note-taking
- Record user's alias (if in-person) - you will be emailed a gift card (\$50-75) once we pass them over to Last Mile Research team

LMET IVR Project

- Have you ever used call services through the Rabbit app?
 - What is your experience with the current GSOC call options that are presented?
 - How often do accidents happen with transporters from your site on average?
- What is your experience with language and accents while using automated call services? What works well for you and what doesn't?

Usability Test

- Today we're going to play through two call scenarios, where I'll pretend to be the automated call line. Please respond how you imagine you would in these scenarios, and think out loud any thoughts that you're having along the way. Afterwards, we will discuss any reactions or feedback you have.



- **Scenario 1:** You parked your delivery van and while walking up to a suburban house to make a delivery, a large dog runs from the backyard and bites you. You manage to get back inside your vehicle safely and close the doors, but there's a large gash on your arm.
 - Explain the first actions you would take in this scenario, and why? What do you need first, second, etc.? What are you worried about right now?
 - Are you aware you should report this incident to GSOC/Amazon emergency line?
 - Once you make the call to GSOC:
 - [WELCOME TO AMAZON]
 - [911 MESSAGE]
 - "Is anyone injured or are you in danger? Say or press 1"
 - Route to LMET
 - Do you have any feedback on how this call flow went?
- **Scenario 2:** You come upon an apartment complex to make a delivery, and after you park in the parking lot and walk up to drop off the package, you find that the complex is surrounded by a locked gate.
 - Explain the first actions you would take in this scenario, and why? What do you need first, second, etc.? What are you worried about right now?
 - Are you aware you can contact driver support directly?
 - Once you make the call to SDS:
 - [WELCOME TO AMAZON]
 - [911 MESSAGE]
 - "Is anyone injured or are you in danger? Say or press 1"
 - [STATE YOUR PROBLEM]
 - Route to SDS
 - Do you have any feedback on how this call flow went?
- Are there any other scenarios you can think of that you would need to contact LMET for?
- What is your opinion of the proposed voice prompts?
- How would you compare the two options (menu listing vs voice input)? Where do you see benefits and drawbacks?
- Do you have any experience using this type of voice-input call services in your personal life? For customer service, etc?
- Any potential concerns you see with using a voice input call service?



- Deaf/HOH drivers?
- Places with no service

Think Big

- In a future world, if you were in an emergency while on your route, what would your ideal experience look like in order to get help quickly?
- Any big ideas you have that could improve call response for DAs and DPs?

Ending

- Any comments or feedback you have that we didn't cover?
- Any questions for us?
- Would you be willing to participate in an in-person field study to test out the call experience?

Backup Questions

- How long have you been a delivery associate/partner for Amazon?
 - Have you ever been employed as a transporter for other companies?
- Explain your average drive route; how long/what hours are you driving? In what conditions? In what neighborhoods?
 - Are there any dangers you encounter during your route?
- What is your experience with language and accents while using automated call services? What works well for you and what doesn't?

Participants

We plan to hold virtual interview sessions with around 10 DAs and 10 DPs with a diversity in age, language proficiency, and experience with the LMET/SDS call service. These participants will be sourced from US and Canada in accordance with the proposed launch regions.

Diversity in demographics:

1. Age
2. Language
3. Recently had emergency or delivery issue (with call)
4. Location (US and Canada)
5. Deaf/HOH
6. Tenure
7. Recently had emergency or delivery issue (no call)



Contacts

Role	Name	Alias	Email	Contacted?
DTU8				
DSP Owner	Timothy [REDACTED] [REDACTED]	[REDACTED]	[REDACTED]@gmail.com	Email, no meeting response
Operations Manager	Hugo [REDACTED]	[REDACTED]	[REDACTED]@amazon.com	In-person
Operations Manager	Melissa [REDACTED]	[REDACTED]	[REDACTED]@amazon.com	In-person
RTS Manager	Ysaías [REDACTED]	[REDACTED]	[REDACTED]@amazon.com	In-person
DAZ2				
DSP Owner	Brady [REDACTED]	[REDACTED]	[REDACTED]@burstlogistics.com	No email response
Operations Manager	Jennifer [REDACTED]	[REDACTED]	[REDACTED]@amazon.com	No email response
Station Manager	Dalia [REDACTED]	[REDACTED]	[REDACTED]@amazon.com	No email response
Operations Manager	Jason [REDACTED]	[REDACTED]	[REDACTED]@amazon.com	In-person
DSP Owner	Mike [REDACTED]	[REDACTED]	[REDACTED]e@amazon.com	In-person
RTS Manager	Angelica [REDACTED]	[REDACTED]	[REDACTED]@amazon.com	In-person

Deliverables

Interview analyses through Dovetail, including quote snippets
Written research summary
Written research report

Appendix





Worldwide
Operations
Security

Dates

Initial research plan: 8/20/24

Virtual interview sessions: 8/21/24 - 8/30/24

Written research summary: 9/4/24

Written research report: 9/13/24

Field testing #1: 9/9/24 - 9/13/24

Field testing #2: 9/23/24 - 9/27/24

Links

Document: [LMET IVR Proposal](#)

Figma: [LMET IVR Proposed Workflow](#)

Research analysis: [Dovetail](#)

