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***Global Prompt Script Preparation Checklist***

***Objective***

The objective of this document is to provide a checklist of actions that will ensure the accurate creation of a written script for voice prompt recordings. This document can be used for English-only prompts as well as prompts in multiple languages. The list covers:

* Standards for script formatting.
* Stakeholder expectation setting, review, and buy in.
* Practices to ensure script accuracy.
* Language translation process requirements.

The Checklist includes fillable form items for checking checkboxes and adding a planned completion date for major categories of items. The Cheklist presumes that a call flow has been completed and agreed to as a starting point.

[SEE NEXT PAGE FOR CHECKLIST ITEMS]

1. **Policy setting and planning**

*Target Completion Date:* Click or tap to enter a date.*Completed*

* + - Stakeholders identified and roles defined.
      * This includes script reviewers (in all languages), call flow developers, application owners, and voice file installers; as well as external stakeholdres (voice talents/voice firm, translators, and potential end user testers).
    - Script reviewers identified.
    - Expectations set with script reviewers.
      * Deadline for review
      * Where and how adds, changes and deletes will be documented (Recommendation: Column E of the VPT)
    - Timeframes agreed to with voice providers and communicated to all stakeholders.
      * Add time for translation time.
      * Add more time if approval of translation is required.
    - Policies for dealing with short-term script changes and recording and translation errors understood/agreed among all stakeholders, including:
* Voice talents and/or voiceover firm.
* Translators
* Business stakeholder (customers of the IT/telco project)
  + - Need for approval of translation established *(if applicable)*
    - User test plan drafted
      * Includes time line, definition of feedback desired and method for communicating.
    - User test plan agreed to by relevant stakeholders.

1. **Voice talent selection**

*Target Completion Date:* Click or tap to enter a date.*Completed*

* Voice talent criteria defined.
  + Considerations include customer prfile, branding requirements, and marketing preferences.
* Regional dialects of voice talents confirmed.
  + For example – Brazilian vs. European Portuguese, Canadian French vs. European French, etc.
* Potential voice talents selected.
* Voice talent audio demos reviewed with relevant stakeholders
* Marketing/branding managers
* Business unit managers
* Voice talent selected.

1. **Script drafting**

*Target Completion Date:* Click or tap to enter a date.*Completed*

* + - Script created in standard/approved format
    - Voice Prompt Template (“VPT”) has been used
    - Pronouncers provided
    - Accented syllables are capitalized
    - Spaces & illegal characters removed from file names
    - File names checked to eliminate duplicates
    - All text in consistent font type and style (Arial 12 point)
    - All columns are visible within the width of a Landscape-oriented page
    - Provided special per-prompt instructions
      * Silence before/after spoken text
      * Pauses
    - Provide overall script guidance including
      * Style notes
      * File Format

1. **Script review and submission**

*Target Completion Date:* Click or tap to enter a date.*Completed*

* + - English script reviewed and approved by all stakeholders (before being translated or recorded in other languages)
    - Changes to English or other scripts transferred to all other languages.
    - Script validated with native language speakers, including:
  + Clarity is achieved among stakeholders whether certain phrases are spoken in English or native language.
    - Company and product names
    - E-mail addresses
    - Web URLs
    - Location names
    - Physical addresses

1. **Translation**

*Target Completion Date:* Click or tap to enter a date.*Completed*

* Script sent to translators.
* Translations received.
* Translations integrated into Master script.
* Translations approved by stakeholders (if required).

1. **Post recording review**

*Target Completion Date:* Click or tap to enter a date.*Completed*

* Deployment voice files into application call flow.
* Verify accuracy of voice prompts with end stakeholder.
* Document errors and other changes and send to voice provider.

Notes:

* 1. The options for translation approval are either to 1) begin recording immediately after translations have been provided, or 2) review translation with relevant stakeholder for their approval before recording.