

# Delivering successful IVR

Your customer's telephone journey starts as they dial

## Interactive voice response (IVR)

If you've been focusing primarily on multichannel, you may have missed refreshing your IVR solution. When did you last critically assess your menus, recordings, prompts and outage messages?

The real goal is making the IVR journey so good that your customer would rather use it to get to their destination, rapidly. You can automate routine tasks and surprise sceptics with an easy-to-use system which saves time and improves convenience.

## The need for change

We've all been there - caught in an endless loop of automated 'text-to-speech' calls and left so confused that we try to speak to an advisor anyway.

Either the options provided are not applicable, or there are so many choices that by the time you reach 'Press 9 for...' you've forgotten what the first option was. Unintuitive self-service leads to frustration and complaints.

You really can't afford to retain poor IVR systems. Especially when 66% of all consumers find self-service more convenient. 82% of Generation Y actually prefer it.

## When to automate

Self-service via IVR is 6 times less expensive than speaking to an advisor, on average. But IVR is not always appropriate for all types of transactions.

**Call routing** - Menus to rapidly deliver customers to the most appropriately skilled advisor for First Contact Resolution (FCR).

**Full self-service** - Simple or low value tasks which agents simply 'process' rather than 'advise on', like payments and changes to details. High volume tasks also deliver significant ROI.

**Partial automation** - Partially automating tasks offers customers support while effectively harnessing agent skills and reducing handling time. So, for example, in-queue data collection, end of call surveys or a handover to make a payment.

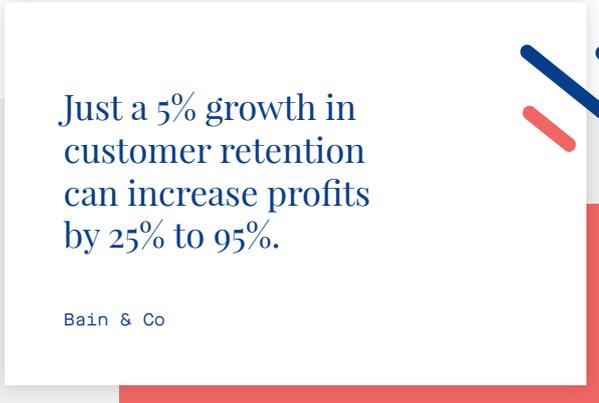
## First impressions count

The end-to-end experience matters, from the first greeting until the customer has realised their goal. Focus on your customer - an effortless and successful experience increases customer retention and loyalty.

Offer an option to speak with an advisor such as "All our advisors are currently busy. To avoid queuing, I will put you through to our automated system. If you would prefer to queue, say "operator" at any time."

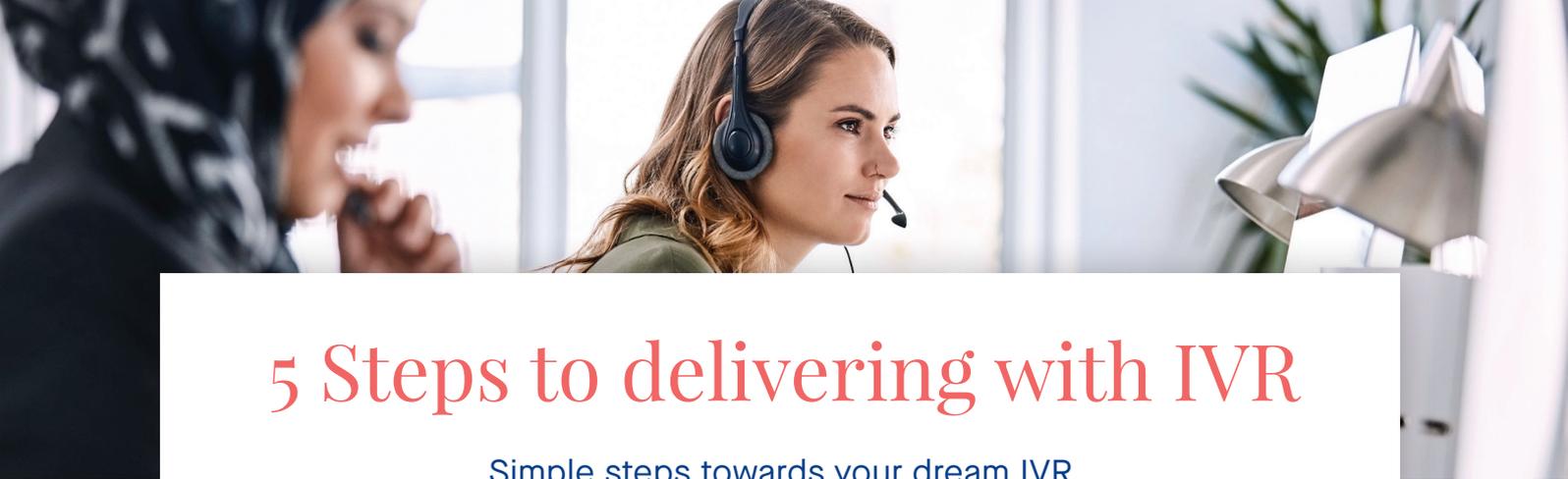
## Happy agents are more productive

- IVR releases agents to handle more complex inbound calls, spending more time on advanced skills, knowledge and empathy judgements.
- Sheltering agents from endless calls outside their control (complaints or reports) combined with the more interesting work, improves morale.



Just a 5% growth in customer retention can increase profits by 25% to 95%.

Bain & Co



# 5 Steps to delivering with IVR

Simple steps towards your dream IVR

## 1 Map your process

Analyse your current situation - providing a seamless and simple experience begins with a good process.

- Analyse transaction demand and identify high volume tasks. Automate these standard service requests first.
- Map the process step-by-step, highlight unnecessary steps and capture all back-office integrations.
- Create sets of logical contingent choices using numerical fields and drop down menu choices wherever possible.
- What's the value of this step in our IVR process? If you can't answer clearly, eliminate it.

## 2 Strive for consistency

A seamless, consistent journey across all channels differentiates you as customer experience leaders.

- Any transaction should use the same process, no matter the channel - telephone or web form.
- Link to your back-end data and update systems or open cases, enabling agents to see complete customer journeys and be more prepared for interactions.
- Collaborate with Marketing to provide clear customer instructions and check that the IVR, web forms and collateral are consistent.

## 3 Keep it simple

- Design your IVR as a natural, human conversation and keep navigation simple and easy.
- Invest in a professional voice over and authorised music (only use multiple voices or 'text-to-speech' in emergencies).
- Use speech recognition and regularly check the grammar.

## 4 Support the failed transaction

Use analytics to trace where you lose callers in the IVR process.

- Before launching, test with team members who weren't involved with the design.
- If a caller experiences difficulty, transfer them to an advisor.
- Provide real-time reporting with automated alerts to managers when bail out rates exceed expected norms - something may have gone temporarily wrong.
- Rapidly assess any 'glitches' and make immediate changes.
- Design pathways promoting digital inclusion of challenged users. Anticipate their needs and simplify, it's easier than resolving costly complaints.

## 5 Maintain the value

Invest time in maintenance to keep your IVR relevant and effective.

- Define goals, agree success factors and KPIs to measure and monitor outcomes.
- Test your IVR processes regularly, diarise to call your contact centre each week to hear your customers' experiences.
- Provide real-time reporting with automated alerts to managers when bail out rates exceed expected norms - something may have gone temporarily wrong.
- Answer urgent or high volume requests first on the menu, satisfying the majority of customers as quickly as possible.
- Plan a quarterly review of IVR messages and aggressively remove additional journeys. If there is no value for the customer or your team, be ruthless; remove it!

# Toll companies offer customers secure payment options

Fast and easy-to-use payment options are essential for toll road users.

As the first company to offer live number plate recognition and live speech recognition, Netcall's PCI IVR payments solution is just that; quick and user friendly.

These new technologies allow for quicker passage and shorter queues.

Using the payments system, frequent toll road users are able to manage their payment accounts easily and securely via phone or web.

- ✓ Payment automation allows over 80% of customers calling to self-serve
- ✓ <1% back-end system errors
- ✓ 90% success rate for non-account holders making payment after using toll

## Get in touch

IVR has enormous potential to rapidly route customers to the most appropriate agent or service to resolve their query. Invest and reap the rewards of improved customer satisfaction.

Netcall has a strong history of successful speech recognition and IVR deployments. Companies like yours are using our solutions to deliver cost effective service that improves customer satisfaction.

### Talk to us.

Contact us today for a demo visit  
[netcall.com](https://netcall.com)

Or call us on **033 0333 6100** and say  
"Transforming Engagement"

## Collecting payments for a major retailer

Having a secure payment gateway is crucial for today's retailers.

Failure to do so can lead to significant loss of business.

A major retailer uses Netcall's PCI IVR payments solution to offer their customers a PCI compliant service, all-day every-day. The highly secure cloud solution offers customers the option to make balance enquiries and monthly payments 24/7.

- ✓ More than 1m calls quarterly
- ✓ Average call length of 90 seconds
- ✓ 82% overall payment success

 **NETCALL**

