Visual IVR

A Win-Win Solution for the Company and the Customer

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Customer Service. Simplified.

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The current IVR frustration

You have invested in a team of experts to develop, build and run your Interactive Voice Response (IVR) technology in hopes of achieving the best customer experience possible. Money was poured into hours of researching the most popular customer choices and queries and creating optimized decision trees. Now, you have your IVR up and running.

Trouble is - your customers may not like it and you find yourself with extensive "zero out's" or even worse, hang ups.

How can Visual IVR help?

How can you make your IVR investment a win- win situation both for the organization and the customer? If scanning a screen is quicker than listening to lengthy menus, why not make your current IVR system visual and easily accessible from your company's website or your customer's mobile phone.

Your legacy IVR investment

Before elaborating any further, let's first explore the major goals behind your IVR investment:

- Offering a user friendly, practical self-service channel to customers in order to lower inbound call volume.
- Improving call center efficiency and capacity - free your agents to tackle calls that cannot be solved through the IVR system.
- Lower average handling time & minimize holding time for calls that do make it to the call center.
- Accurate routing – direct the customer to the right agent the first time.
- Reducing costs – downsize telephony and training costs, not to mention the approximate 2 cents per call you save with every 800 call you can avoid as the customer is able to complete his transaction utilizing the IVR.

Today's customers are likely to choose IVR over a live agent to complete routine account transactions. The quicker they can successfully resolve their query, the happier a customer they will be, especially if they can do so on the fly while attending to their daily responsibilities. Efficient IVRs allow users to multi-task - perform their transaction while sending an email, updating their social media platforms, preparing a meal, watching the children, and so forth.

Still, customers in general, dislike IVR systems – why?

- Multiple options complicate and hinder call flows.
- Lengthy call menus and masses of information that the listening customer needs to remember in order to press the desired category. Tedious, time-consuming and eats minutes off the customer's mobile plan.
- Dead ends – Customer simply can't find an appropriate category.
- Random disconnections – after spending a long time trying to listen and navigate through the IVR, the call is disconnected. Or worse, the customer cuts the interaction and hangs up out of sheer frustration.
- Voice prompts hard to understand.
- Poor Routing.

The consequence of an inefficient IVR

You may have invested in the best IVR technology, but if human factors are not taken into account – namely limiting the number of options, concise call flow, ease of navigation – your customer will not use the system.

We tend to choose the path of least resistance and therefore if the system is difficult to use, we'll opt for the easy way out - zero out and speak to a live agent. At this point, the IVR has failed its first goal – being a practical self-service channel. With more customers choosing to zero-out, inbound call volume spikes, average handling time prolongs (AHT), and first call resolution (FCR) rates decrease. With calls overloading, customer satisfaction drops with every minute they hold on the line while the solution to their inquiry is delayed at best, unknown at worst.

Simplify the IVR Experience

As the above statistics demonstrate, investing in the best IVR technology alone is not enough. IVR systems need to be simple and user-friendly for customers to choose self-service over live agents in every case that does not require human intervention.
Providing a Visual IVR experience as an addition to traditional IVR systems, creates an innovative, advanced and practical solution that makes the common pains of traditional IVRs a thing of the past. A Visual IVR solution stands to enhance customer satisfaction goals while removing the barriers placed by traditional IVR systems on your profitability.

Extend your IVR to a "Visual" web and mobile experience

Visual IVR provides a visual interface of your IVR technology. Customers can see and touch their way to what or who they need without having to listen to multiple options, repeat information, or speak to the operator. Your customers will no longer have to simultaneously use their telephone keypad and listen to lengthy menus in an effort to remember which number corresponds to which category.

Instead, users simply access the company's website on their computer or mobile device, or launch an app, and the IVR menu is right there, visually accessible. They click or touch their way from menu to solution quickly and efficiently. When needed, they connect directly to a specific call center agent and all the information they previously entered is visible to the agent. This means their problem is solved much quicker and the call itself is significantly shorter. Alternatively, they can view holding time and opt for a chat or a call back option.

By enhancing your self-service offering with Visual IVR, your customers spend less to no time in the telephony IVR, taking the load off your call center while lowering your telephony and IVR costs.
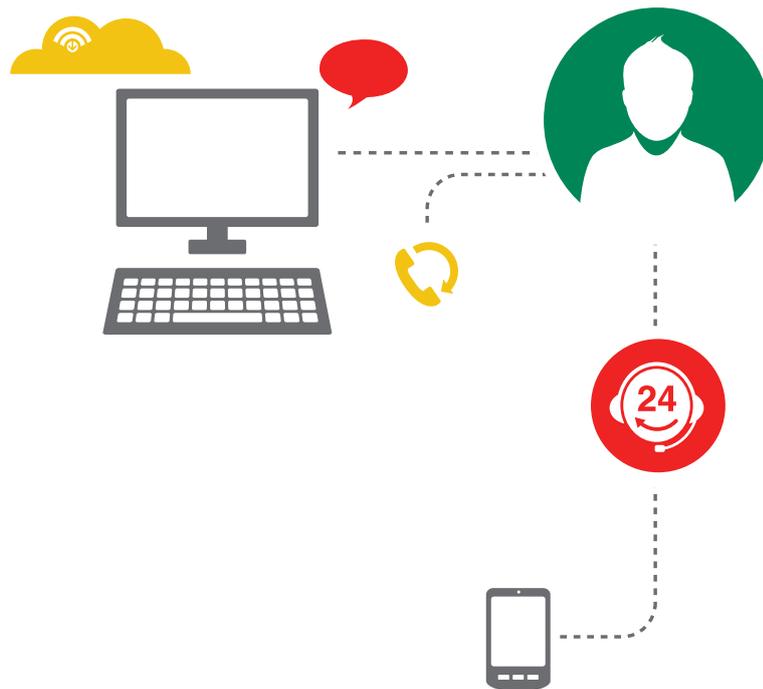
Visual-IVR.com the finishing "touch" on your IVR

The Holistic benefits model for Visual IVR

Organization	Agent	Customer
Reduced costs	Decreases call center overload	Offers an intuitive and easy-to-use 24/7 self-service tool from web/mobile
Increased contact center efficiency and capacity by lowering AHT and improving FCR	Agents less occupied with routine requests	Improves access to and control over information
Reduced inbound call volume	Agents freed to handle more complex calls that may increase job satisfaction and morale	Increases self service problem solving capabilities
Frees agents to tackle complicated calls or income-generating tasks	Direct affect on lowering agent turnover.	Decreases or eliminates holding time
Increased customer satisfaction, retention rates and loyalty		Better routing for faster problem resolution
Decreases or eliminates call abandonment rates and zero outs		Positive customer experience
Provides more accurate routing resulting in improved first call resolution rates		
Allows the preservation and reaping of your original IVR investment		

Visual IVR: How does it work?

A Visual IVR solution reuses the same Voice XML ("VXML") scripts that your current IVR runs on to provide a real-time, visual IVR interface accessible from smartphone devices or web platforms. Whether your system runs on VXML scripts or proprietary code, most IVR formats can be mapped and extended onto mobile or integrated to your website, complete with all its features, even pre-recorded voice segments or agent screen pops.

As Visual IVR works seamlessly with your current IVR technology, you preserve and reap your original IVR investment without experiencing costly interruptions or clashes with your other vital communication channels.

Advantages of using a single set of scripts:
- Easy maintenance. Changes are automatically reflected on to the mobile and web access points.
- Quick deployment (days not months).
- No coding required.
- No internal clashes between multiple stakeholders (customer service, self-service, mobile, web and IVR).

Getting more out of your IVR investment

Since you have already invested time and money in your IVR team of experts, why not duplicate their skills and knowledge to the visual web and mobile world? You'll be surprised at just how easy and cost efficient it is to do with the right visual IVR solution that utilizes the same set of skills your current IVR technology calls for.

Visual IVR - Key Benefits:

- Extends IVR technology to a "visual-only" interface embedded in your website or mobile app.
- Enhanced self service capabilities and customer satisfaction.
- Instant cost savings - Reduced inbound call volume; Increased contact center efficiency; Lower Average Handling Time.
- Keep and reap original IVR investment- by reusing the same set of scripts in different channels.
- Easy implementation – no coding required. Deployment in a matter of days not months.
- No costly clashes or interruptions.

Visual IVR enables organizations to meet their revenue goals while delivering impeccable customer service. This innovative visual self-service tool caters to the wants and needs of your tech savvy customers who are more than happy leveraging the use of their smartphones, tablets and PCs to interact with your IVR while on the go.

Visual IVR allows users to access and retrieve information from mobile or web, get first time resolutions quickly, and complete routine transactions efficiently - independent of live agents.

For more information visit www.visual-ivr.com