

IVR: The Contact Center's Unsung Hero

Interactive voice response solutions can get a bad rap. A lot of people, both business professionals and consumers, have a negative view of the technology, associating it with frustrating experiences in the past.

In reality, though, IVR can prove an invaluable tool for organizations of all kinds. This is particularly true when IVR solutions are deployed in the contact center. In a number of ways, IVR is truly the unsung hero of contact center operations.

Friend of the consumer

For one thing, IVR helps companies to deliver a positive, satisfying customer experience to anyone who reaches out to them. With IVR, customers can enjoy self-service capabilities. This makes company interactions faster and easier. And IVR is available at all times, providing 24/7 support.

Friend of the company

IVR is also extremely useful from the company's perspective. Thanks to its automation, IVR allows firms to devote their human resources to other, more complex tasks, thereby improving agent productivity. Additionally, IVR's intelligent routing functionality can prioritize calls based on the company's unique business rules. This ensures that the most important calls are handled first.

Together, these features make IVR a powerful resource for any company's contact center.

IVR THE CONTACT CENTER'S UNSUNG HERO

FRIEND OF THE CUSTOMER

Customers are empowered with a self-service option that accelerates interactions

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94% of customers who enjoy a "low-effort" service experience will buy from that business again

Customers can access support whenever it's needed, 24x7

FRIEND OF THE COMPANY

Automated technology frees up human resources and fuels improved agent productivity

IVR is responsible for more than 1/4 of the average call experience

Intelligent routing features prioritize calls according to customized business rules

TEO SOURCES
president-andersonmagazine.com/press/S205-delighting-customers-doesn't-pay-making-them-happier-404.html
chiefexecutive.com/5-ways-ivm-features-can-improve-your-contact-center/