

What is IVR and 7 Benefits of Using It



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If you have a call center, then you know that you need to maintain a tricky balance. On one end, you need to make sure your team is servicing maximum customers in the most efficient & cost-effective manner. On the other, you need to deliver exceptional customer service to satisfy existing customers & increase business revenue.

Today, most call centers are maintaining this tricky balance and achieving success by including an automated self-service technology called an Interactive Voice Response (IVR) system to their call centers. IVR provides call centers with a higher level of customer interactivity and data driven decision-making. It allows call centers to deploy a wide range of automated self-service and outbound dialing features ultimately freeing up agents to focus on more complex requests and customers requiring a higher touch.

According to Accenture, by adding a self-service technology, a typical utility could see \$1-3 million in annual savings.

What is IVR?

[Interactive Voice Response \(IVR\)](#) is an automated telephony technology that interacts with the callers, gathers their information and understands their reason for the call, and routes them to the most appropriate agent within a team. It allows call centers to reduce costs, improve customer service and increase business efficiency in a simple manner.

IVR Features:

- 1. Customized Greetings, Messages & Prompts:** Record a customized greeting that best represents your company and record a message that takes the caller one-step closer to having his questions answered.
- 2. Personalized Caller Information:** Gather information about the caller and understand the potential needs that the customer is calling-in for.
- 3. Automated Customer Service & Problem Resolution:** Help customers solve their own problems by obtaining specific information from them about the problem and then guiding them through the steps to resolve them – all without speaking to an actual agent.
- 4. Route Callers to the Appropriate Team or Department:** With IVR's speech 'receptionist', you can route callers to the proper team or department that helps them meet their needs.
- 5. Automated Outbound call:** Deliver an automated outbound call triggered by an update in a customer record (e.g. transaction status change or upcoming appointments).
- 6. Intelligent Data-Driven Call Routing:** During high call volumes, IVR can deliver prioritized calls to the most qualified agent based on the customer's transaction status or account value.
- 7. Pre-built Templates:** Customize IVR's pre-built templates to deploy sophisticated call flows that meet your needs & ensure the right caller is directed to the right agent

IVR Benefits:

- 1. Lower Cost per Call:** Reduce agent call volume, manpower costs and overall cost per call by automating all inbound & outbound transactions & processes.
- 2. Enhance Agent Performance & Business Efficiency:** Connect the right skilled agents to the right calls by leveraging advanced data-driven routing & CRM integrations to enhance agent productivity & business efficiency.
- 3. Increase Customer Satisfaction & Customer Service Efficiency:** Provide customers with an easy and efficient way to speak to the right department & quickly get the answer they need.
- 4. Increase First Contact Resolution:** Increase first contact resolution by automatically directing callers to the agent that is most capable of meeting their needs
- 5. Increase Professionalism:** Pre-record your greetings and messages using IVR to reflect professionalism, consistency and great first impression.
- 6. Save Time:** Reduce the time spent in collecting caller's information & transferring the call to the right agent.
- 7. 24x7 Customer Service:** Use automated support and eliminate the need to have live agents 24x7.

Is Your Call Center IVR Ready?

According to Gartner, by 2020, the customer will manage 85% of the relationship with an enterprise without interacting with a human. If your call center is looking to adopt a self-service [call center software](#) technology such as IVR, then Evolve IP can help you in your research and decision-making.

At Evolve IP, we provide custom-built solutions that meet your business needs & requirements. Our cloud-based IVR will help you stay ahead of the competition, increase customer satisfaction, enhance business efficiency and reduce costs significantly.