



Don't You Know Who I AM?

What your customers want you to know about IVR self-service

If you can make speech-based, automated phone self-service a success, everyone wins. Costs go down. Customer satisfaction goes up. Everyone gets what they want.

But these systems—known as Interactive Voice Response (IVR)—often ignore the very basic tenets of customer service. Callers provide information, are made to wait, listen to irrelevant options, wait some more, only to be asked to repeat themselves. Who wouldn't be frustrated?

The good news for everyone is that today, you have options. Next-generation technology has made IVR increasingly powerful, astute and accessible. With the right tools, you can anticipate and quickly address caller needs. Business users have hands-on control over the IVR that they never had before. Best of all, Cloud-based, SaaS-based IVR solutions require no hardware, software, upgrades or specialized coding skills, which slashes the costs of traditional, hosted, on-premise IVR.

Excuses for poor IVR self-service are clearly running out. But how do you go about finding such a solution? And what makes it effective?

Here are a few things every caller wishes you knew ...

IF YOU WANT ME TO SERVE MYSELF, YOU MUST ANTICIPATE MY NEEDS

Knowing why your callers might be on the line—and addressing those needs up front—is instrumental to effective self-service automation.

A customer can't self-serve if they can't get to the option they need. If agent support is required, it defeats the purpose of automation. A system based on best practice Voice User Interface (VUI) design can go a long way here. But some IVR systems have been constrained by their own technology.

Today's IVR is powered by technology, not constricted by it. A Web-based, hands-on interface lets you build IVR applications and continuously tweak, tune and test them in real-time until they achieve the results you and your customer want. Enhancement

opportunities, marketing campaign results, responding to critical business events—all can be handled on-the-fly. This is a revolutionary change from traditional IVR, where even simple changes were hard-coded, could take weeks or months to implement, and provided you with no visibility into your applications.

MAKE IT EASY TO GET TO MY POINT

While the ability to test and tune IVR applications is instrumental to the success of IVR self-service, it doesn't stand up without Business Intelligence (BI)—intelligent insight into the performance of your voice applications. Even if a system appears to be functioning as planned, and even if it is tested regularly, customer experience excellence is a shot in the dark without intelligent analysis of IVR application data.

When BI is woven into your IVR, it allows you to see how the system is functioning. You can pinpoint areas that require design enhancements; better support Service Level Agreements; or measure effectiveness of marketing campaigns or fully automated sales processes.

DON'T TREAT ME LIKE A STRANGER

All callers want to be treated with respect—to be spoken to in a respectful manner, to be heard, empowered, and taken to their destination efficiently. Being asked repeatedly for the same information, bumping around in voice menus or having responses ignored can make an existing customer feel disrespected and can lose a prospective customer.

Treating IVR callers with respect requires a combination of personalization and effective technology. Businesses today often have rich storehouses of customer information—CRM, ERP, billing systems and more—with vast possibilities for self-service automation. Easy integrations with those databases can open up a world of new opportunities in automating customer self-service—whether that means addressing a technical question or placing

an order. If a caller achieves the desired result fast, they might spend some extra moments considering a new offer from you. They feel valued, they return, and they recommend you to others.

DELIGHT ME, AND I COULD BE A CUSTOMER FOR LIFE

There is tremendous opportunity for companies to use automated self-service IVR as a key differentiator. At a time when customers are accustomed to clunky, ineffective IVR, a truly personalized, helpful experience will set your company apart. Callers see IVR as part of a company and its brand—not a disparate communications vehicle. If you choose a solution that offers the essential components of phone IVR self-service mentioned here; and support the communication methods of their choice (phone, mobile device, computer, SMS), you can simultaneously boost customer satisfaction and cut costs.

THE ANGEL CUSTOMER EXPERIENCE PLATFORM

A well-designed IVR solution always puts the Caller FirstSM.

The Angel Customer Experience Platform offers a comprehensive suite of solutions and rich plug-and-play apps, via your communication channel of choice, to efficiently manage the entire lifecycle of any customer interaction handled by your customer care organization. It empowers organizations to leverage the power of voice and beyond to enhance customer loyalty, deepen relationships, grow revenue and deliver superior customer service.

The platform runs in the Cloud and is delivered through the SaaS model. Secure, open, configurable and scalable, the platform provides agility to respond to dynamic business challenges and maximize time-to-value. It makes it easier for enterprises to put the Caller FirstSM for every call — every time. ■