Visual IVR

What can Visual IVR do for your call center bottom line?

Customer Service. Simplified.

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Traditional IVR Goes Visual

Attempting to meet and exceed customer expectations is an ever changing problem on the call center floor. Customers are influenced by many factors before they pick up the phone and call in to "share" their concerns, issues, and opinions with the call center agents.

One of the biggest game changers from the old expectations is the Internet and more importantly mobile devices with access to the internet. Customers can call in from anywhere at any time of the day or night no matter where in the world they are. They expect more and they expect it instantly. Imagine their surprise when they run into a wait line at the end of the IVR, 'The approximate wait time to speak with an agent is…20 minutes '.This does not inspire these customers. They don't have patience for it and don't take it lying down. The generation that grew up on the Internet has no problems sharing their frustration with the entire Internet through social media, forums, and blogs. In Pew Research Center's latest study they found 83 percent of adults ages 18-29 use social networking as of December 2012*. That entire generation of Millennials is a just a few clicks away from complaining loudly enough that the whole world can hear.

What can be done, where do call centers turn, and how does it change? The first answer is that a better solution needs to be sought. The second answer is that call centers can turn to companies that can develop innovative solutions that make the customer and the call center happy. The question of change is answered with technology and innovation which address the issues and solves them in a cost effective manner. That's where Visual IVR comes into play. Take one part IVR and add a website or a mobile phone app that keeps in sync with the IVR script and you get a new way for customers to solve problems and for call center staff to spend less time on the phone. All that equals more satisfaction, less frustration, a better experience for the customer, and reduced time on the call equals lower costs for the call center.

How does Visual IVR work?

Each IVR system runs on code that instructs the computer which options to give customers and the path they follow in the menu tree to get the help they need. It's the rules of how the IVR works and it runs on VoiceXML (VXML), a type of XML for IVR systems. With Visual IVR, customers can get the visual version of the traditional IVR, on the company's website or on any mobile device. Instead of hearing the choices they now see them on their phone or on a website. This "Visual" IVR and the traditional IVR are synced so when the IVR updates so does the website or app, automatically. Customers touch or click their way through the menu on their phone or the website, putting in their information when prompted. If they don't get the answer they need, they are only a click away from being connected to the call center agent in the right department. The agent sees the customers' information that was already put in through the website or the mobile app. This means no wasted time getting the customer data a second time and getting to the right agent the first time.

What does Visual IVR look like on a website or a mobile app? Here's an example for a Travel Agency:

Visual-IVR.com the finishing "touch" on your IVR

What is the advantage of Visual IVR?

There are numerous advantages, but most come down to convenience, higher satisfaction, and reduced call center costs.

For your customers
- Visual IVR expands the communication channels for your customer and allows them to visually walk through your existing IVR menu, anywhere, anytime, from the convenience of their own home, computer or mobile device.
- Easy visual navigation - no listening to complete menu trees & quick access to their desired selection.
- No repeating of information - getting to the right agent at the end, if needed, with the customer information being displayed, makes the agent's job easier & decreases common customer frustrations.
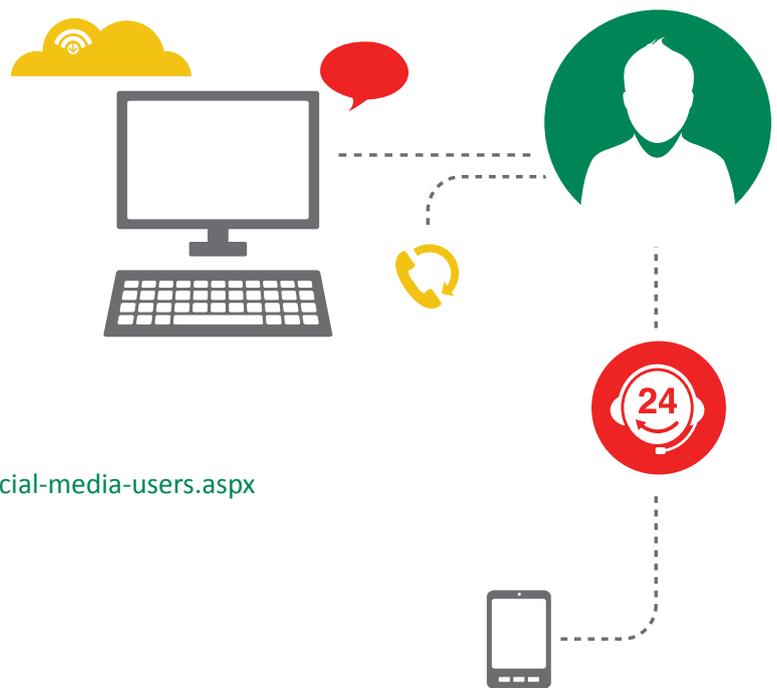- Bottom line better customer service: Reduced call times & reduced hold times.

For your organization
- Dramatically reduced costs: Call avoidance due to less "zero outs" & lower IVR and telephony charges.
- Reduced call times: rich screen pop means less repeating & better routing due to less "zero outs".
- Easy implementation: reuse your existing IVR scripts. No additional scripts to maintain. A website or a mobile app synced to the IVR menu means no maintenance time, programming, or cost.
- Visual IVR is not tied to a specific call center hardware or software. If the IVR runs on Voice XML it is compatible with any website or mobile app. If it runs a proprietary format it can be converted to work with Visual IVR.

The advantages speak for themselves. Reduced agent time on a call means reduced costs. Bottlenecks and peak times can be controlled better and wait time reduced with a Visual IVR mobile or web solution that allows customers a self service option. A happy customer is a retained customer.

Getting started is as easy as contacting Jacada and requesting a demonstration of the Visual IVR system.

Once your company has a Visual IVR system in place, there are many options to get it into the hands of customers. It can be promoted on your corporate website, customer service page, social media, email newsletters, monthly bills, mail correspondence, advertisements, commercials, and in the IVR where you mention other options to get answers to customer service issues.

* http://www.pewinternet.org/Reports/2013/Social-media-users.aspx

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