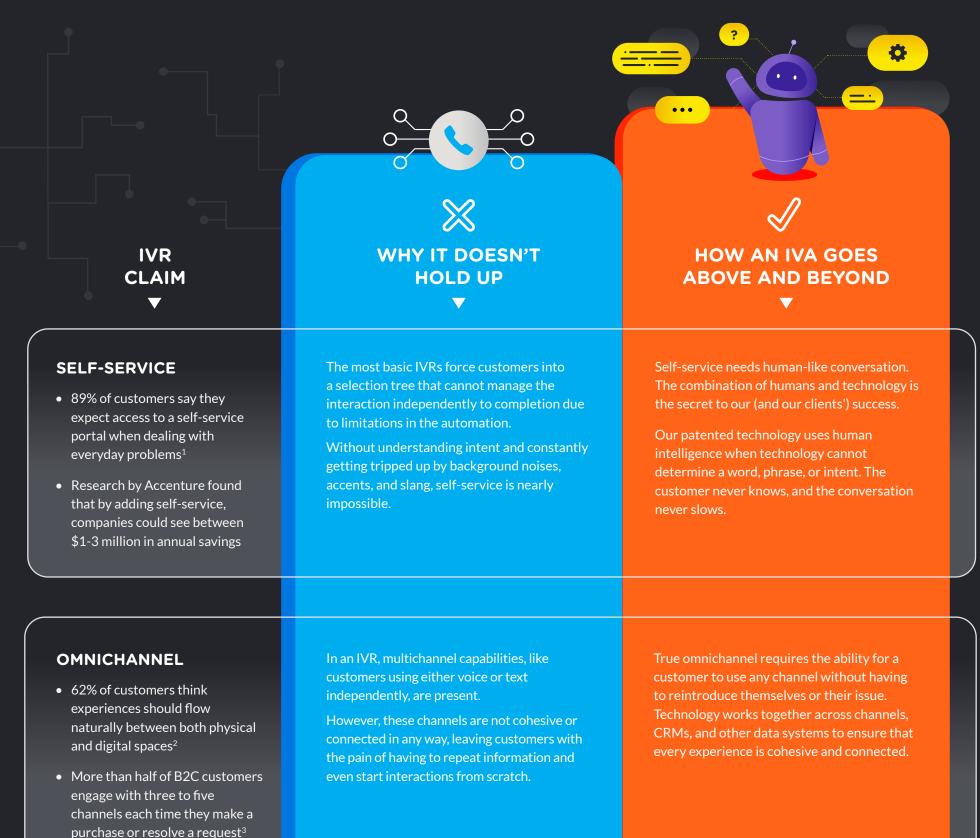


CUSTOMERS HATE YOUR IVR Give Them What They Want With an IVA

Practically everyone – 96% of customers – says customer service plays a leading role in their choice of (and loyalty to) brands. So, why not give customers a top-notch experience? That starts with a stellar customer experience application.

When it comes to down to it, vendors make many promises and not all deliver. It's important to understand that an Interactive Voice Response (IVR) system and Intelligent Virtual Assistant (IVA) are not one and the same. Let's explore the claims, how an IVR falls short, and how Interactions IVA solution goes above and beyond to support your business and customers.



PERSONALIZATION

 62% of consumers say a brand will lose their loyalty if they deliver an un-personalized experience, up nearly 20% from 2021⁴ Speech enabled IVRs have limited ability to personalize interactions because they don't have deep integrations into back-end systems. At best, they leverage basic web hooks to dip into data sources without much benefit to customers. IVAs focus on personalization that makes conversations more productive and easier for customers. Through deep back-end integration and expert conversation design, our IVA solution builds experiences that use past customer data so that customers can complete their tasks more efficiently.

MONEY-SAVING

- 3 in 4 consumers will spend more with businesses that provide a good CX⁵
- A 5% improvement in customer retention could increase profitability by 25%

Because only simple transactions can be automated, leaving customers to eventually wait in a queue for a live agent, brands that deploy speech-enabled IVRs don't realize significant savings or reach their projected ROI. In order to deliver on an ROI promise, solutions need to either increase revenue or decrease operational costs. An IVA can do both by creating more loyal customers and freeing up agent time to handle complex situations.

Ready to elevate your customer experience?

Let's talk. →

SOURCES

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⁶ https://www.forrester.com/blogs/customer-led-growth-is-getting-more-attention-among-b2b-firms-should-you-care/