

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.

IVR CLAIM

WHY IT DOESN'T HOLD UP

HOW AN IVA GOES ABOVE AND BEYOND

SELF-SERVICE

- 89% of customers say they expect access to a self-service portal when dealing with everyday problems¹
- Research by Accenture found that by adding self-service, companies could see between \$1-3 million in annual savings

The most basic IVRs force customers into a selection tree that cannot manage the interaction independently to completion due to limitations in the automation.

Without understanding intent and constantly getting tripped up by background noises, accents, and slang, self-service is nearly impossible.

Self-service needs human-like conversation. The combination of humans and technology is the secret to our (and our clients') success.

Our patented technology uses human intelligence when technology cannot determine a word, phrase, or intent. The customer never knows, and the conversation never slows.

OMNICHANNEL

- 62% of customers think experiences should flow naturally between both physical and digital spaces²
- More than half of B2C customers engage with three to five channels each time they make a purchase or resolve a request³

In an IVR, multichannel capabilities, like customers using either voice or text independently, are present.

However, these channels are not cohesive or connected in any way, leaving customers with the pain of having to repeat information and even start interactions from scratch.

True omnichannel requires the ability for a customer to use any channel without having to reintroduce themselves or their issue.

Technology works together across channels, CRMs, and other data systems to ensure that every experience is cohesive and connected.

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%⁶

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

¹ <https://www.cxtoday.com/contact-centre/the-hottest-trends-in-self-service/>

² <https://www.zendesk.com/blog/customer-service-statistics/>

³ <https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-omnichannel-marketing>

⁴ <https://blog.hubspot.com/blog/tabid/6307/bid/13829/60-Ways-Personalization-is-Changing-Marketing.aspx>

⁵ <https://cxtrends.zendesk.com/>

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