

+ Customer Experience in the IVR

● YOUR GOLDEN OPPORTUNITY

- More than 90 percent of companies like yours think customer experience (CX) is strategically important to their success. Creating a good CX can help increase your revenue and improve your margin. Yet, for most companies, the contact center is viewed only as a cost to be minimized, thereby wasting the opportunity to maximize that investment and use it to help improve CX.

Your contact center can create and drive business value by the creating a positive experience for your callers. And, your IVR is a significant driver of the overall contact center experience. Unfortunately, it is likely to be low on your list of priorities. But what if we could turn the IVR into a business tool that would help get you a seat at the executive table?

- What if you could create material business value by improving CX?
- What if you had the insight and metrics to present a defensible business case to your CFO that would balance cost and CX?

Industry research shows customers are not thrilled with call center experiences, and the situation is getting worse. Is your contact center delivering similar experiences?

- What if you could improve your gross margin by 5 percent and improve overall CX?
- What if you could create a contact center experience that would bolster a preference for your brand in your customer's mind?

If your contact center is a critical touch point for your customers, you have an opportunity that you can't afford to ignore.

WHAT IS CUSTOMER EXPERIENCE?

Customer experience in your IVR and self-service channels is not about speech tuning or the latest speech technology. It's not about the latest IT technology or about operational metrics that are not linked directly to experience. It's not about the IVR as a standalone system or just a post-call survey.

CX is about your caller's perception of the experience with the contact center being easy, useful and enjoyable when they are trying to achieve a goal. CX is about your customer's perceptions and emotions developed from the experience across all touch points, including your contact center.

BENEFITS OF CUSTOMER EXPERIENCE

Your contact center is the frontline of customer interaction with your business, and your IVR is often the first interaction with the caller. It is here, at this touch point, where you have the opportunity to provide great caller experience. And, even though the voice channel may not be as sexy as using the latest mobile app or interacting on social media, a great call center experience can create material business value.



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Improving your contact center customer experience will:

- Bolster brand image
- Increase customer loyalty
- Generate incremental revenue
- Reduce staff training and operating costs
- Reduce agent churn

Every day you have an opportunity to create meaningful connections with customers and build business value. Are you taking advantage of it or are you just focused on costs?

CX CHALLENGES IN THE IVR

Why aren't more contact centers implementing CX programs? For starters, the IVR is viewed as an old technology that makes customers hate automation. The IVR typically is treated as an IT tool instead of the business tool it can be. However, a great IVR solution that is aligned to your business is so complex it is best left to experts to operate.

Second, getting the measurement, systems and processes needed to implement a CX program in the IVR is almost impossible. If you cannot track and understand customer experience in the IVR and voice channel, you don't have a CX program. With these challenges, no wonder the IVR is at the bottom of your list of priorities.

CONTACT SOLUTIONS' CX READY IVR

Contact Solutions addresses these challenges through its Continuous Improvement (CI) Practice, which includes

CX management. The CI Practice was developed and perfected over years of working with leading enterprises, like yours, to solve the toughest self-service challenges and deliver meaningful cost savings and CX improvements.

The CI Practice provides an actionable framework to manage CX in the voice channel. We have a unique and comprehensive rating process to score and report your system's CX performance. The CX scorecard includes direct customer feedback, operational analytics, best practices and user-centered design methods. To ensure your IVR consistently delivers a positive experience for callers, we'll provide you with:

- Visibility to forecast and track actual cost-saving and customer experience levels;
- Strategic insight into customer behaviors, "What-if?" scenarios and system performance; and
- Actionable analytics that outline specific actions to take to improve your self-service solution.

THE BALANCE: COST SAVINGS AND CUSTOMER EXPERIENCE

Since your business is unique, Contact Solutions balances the CX and automation rates to your specific business goals. We will help you make informed decisions, based on business priorities that will move the solution's performance toward an optimized balance. You'll also have the visibility and insight needed to design the solution to favor additional cost savings or higher CX. We'll quantify the impact of changes on each side of the scale – so if you want to tilt the scales to favor a side, you understand the cost associated with that change.

About Contact Solutions

Contact Solutions delivers cloud-based, on-demand contact automation solutions including IVR, email/text messaging and web transactions, and call center analytics. The company's core business is to ensure its clients' self-service automation rates continue to increase well after the initial deployment. With its game-changing Continuous Improvement Practice and world-class IVR hosting facilities, Contact Solutions is incentivized to continually find new contact center savings for clients. By continuously identifying, implementing, and monitoring inbound/outbound notification solutions, Contact Solutions consistently raises the bar on customer savings by reducing live-agent costs, while maintaining exemplary customer experience and securing high customer satisfaction.