

IVR

Stay Connected to Customers via Automated Messaging & Self-Service Customer Support

With IVR, businesses can reduce average call time by freeing up employees to focus on inquiries best suited to an in-person interaction.

Utility VoIP IVR

Interactive Voice Response (IVR) enables automated inbound and outbound messaging to customers, so your business can streamline basic but time-consuming tasks like appointment reminders and satisfaction surveys while enabling customers to call in and receive 24/7 self-service support.

Your Contact Center managers are looking for new ways to enhance the customer experience while maintaining efficient staffing levels to control overhead costs and keep hold times to a minimum. With Utility VoIP IVR, they can reduce average call time by freeing up employees to focus on inquiries best suited to an in-person reaction — leading to shorter Average Handle Time (AHT) and a better experience for customers of all kinds.

What is IVR?

Interactive Voice Response combines inbound and outbound calling capabilities to automate regularly occurring customer engagement tasks, improving the flow of information and automating redundant tasks that are often carried out in a call center, making your organization's day-to-day activities more efficient. The versatile IVR platform is built to provide your organization with access to cloud-based applications that can integrate with any PBX and database to offer real-time interaction for simple or complex customer inquiries.

Inbound IVR

Inbound IVR enables a caller to use their touch-tone phone to interact with your database and obtain information on demand using a phone-based application. This self-service application reduces the number of basic calls that need to be handled by your agents and improves the customer interaction.

Outbound IVR

Outbound IVR is a mass messaging automation platform for voice, SMS and Email messaging. Businesses can utilize IVR to send pre-recorded messages to designated call group list, allowing for automated appointment reminders, emergency broadcasts, automated wellness check-ins, and more.

Why should you use IVR?

Your Contact Center managers are looking for new ways to enhance the caller/agent experience while maintaining efficient staffing levels to control overhead costs and keep customer hold times to a minimum. IVR allows your customers to get fast and easy access to the answers and services they need at any time of the day without having to wait on hold or interact with your agents.

IVR reduces redundant calls, freeing your agent staff to focus on enhancing customer experiences on calls that require personable interactions. IVR also provides a shorter, more seamless experience for the customer without requiring previously collected data, keeping their valued time in mind.

Who can benefit from IVR?

Both inbound and outbound applications offer productive and affordable communications and customer interaction, making this efficiency tool a great fit for most vertical segments. Businesses in the following verticals have implemented IVR for a number of reasons, the most frequently used are listed below:

Healthcare:

Appointment | Reminders | Lab Test Status | Prescription Refill and Status | Surveys

Government and Public:

Property Tax Payments | DMV Renewals by Phone | Law Enforcement (background checks) | Probation Enforcement | Telecommunications

Insurance & Financial:

Policy status & renewals | Payment by Phone | Product Info | Account Balances | Account Inquiry | Loan Payment by Phone | Payment Reminders | Credit Card Authorization

Retail:

Membership Services | Order Status & Order Entry | Outbound Notifications (Voice/Text) | Customer Surveys | Credit Card Authorization | Scratch-Off Games | Shipment Status | Payment Status

IVR Features

Inbound IVR: Enables a caller to use their touch-tone phone to interact with a database and obtain self-service information on-demand.

Call Flow: Allows callers to navigate through a call flow application using their phone, with the option to zero out to an agent.

PBX Integration: IVR uses SIP trunks to connect from the cloud to any PBX/PSTN connection that supports SIP trunking. There are three (3) ways to deploy an IVR application:

1. As a standalone system connected to the PSTN using a dedicated DID or toll-free number without any PBX at all (i.e. surveys, appointment reminders, etc.)
2. Connected to Utility VoIP directly through the platform
3. Connected to any third-party PBX that supports SIP trunking

Database Integration: Integrate into any database platform that supports industry-standard web services style API (Application Programming Interface). These include:

- HTTP(S) GET/PUT
- SOAP/XML (WSDL)
- REST API

Additional Functionality

Utility VoIP IVR supports a litany of additional and industry-standard actions. Some of these require our professional services and/or fees for implementation and usage. These include, but are not limited to, the following:

Outbound IVR: Allows the user to broadcast messages, via voice, SMS, or email to a set group of customers that can be uploaded to the IVR platform.

TTS (Text To Speech): TTS uses the computer voice instead of a recorded prompt. IVR enables the business to record their own prompts specific to their unique needs or application of IVR.

TTS should only be used for prompts that are variable in nature (i.e. names, addresses, etc.). Normal prompts (i.e. dates, times, money, etc.) should be recorded by a human voice to create a better caller experience.

With IVR, contact center agents or employees can focus on interactions that can be more efficiently handled with personalized, human interaction. IVR reduces Average Handle Time, increases First Call Resolution, and creates an exceptional experience for the customer every time.
