

Its all about the Customer Experience CX



A Good IVR Delivers a Great CX

- Knows who you are...
- Caters to your preferences...
- Anticipates your needs...
- Respects your time...
- Serves you quickly!

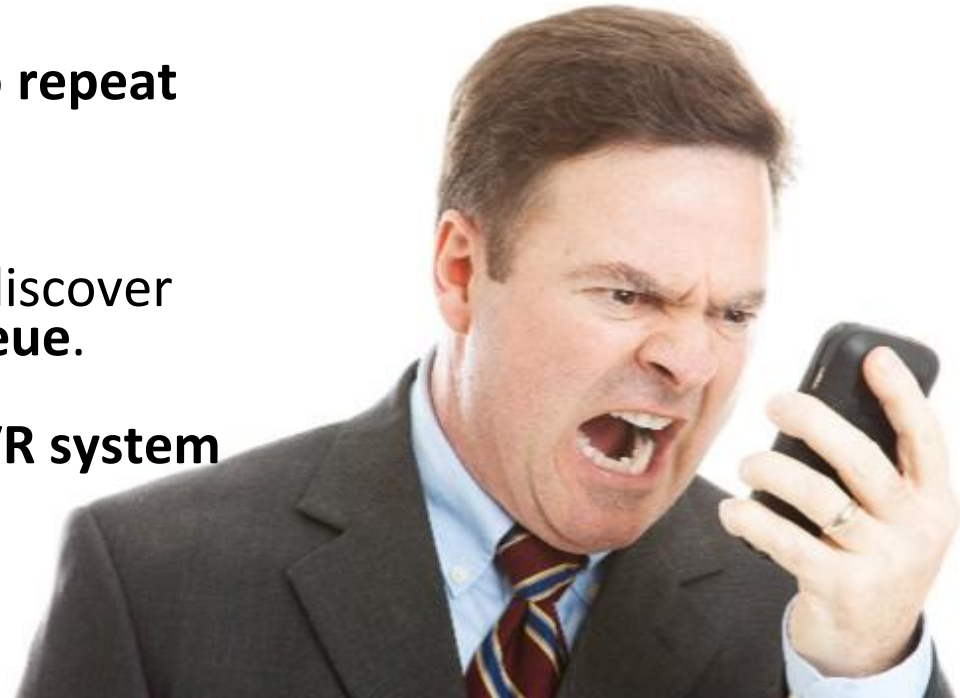


People Don't Hate Automation



But People Hate (Bad) IVRs

- You are made to **listen to several minutes of nonsense** before you are offered anything that you care about.
- You are made to **wait a long time** only to be routed to an agent who doesn't know who you are or what you want.
- You are asked by the agent to **repeat information** that you already provided.
- You wait a long time only to discover that you are in the **wrong queue**.
- You are **bounced from one IVR system to another IVR system**.

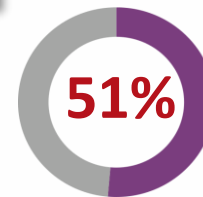
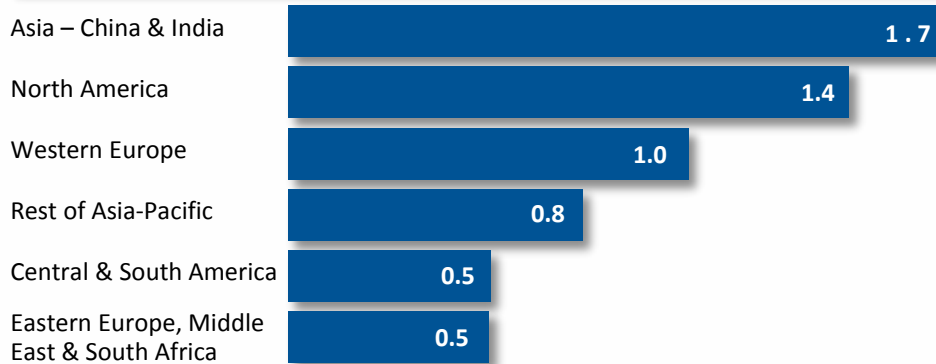


The Switching Economy – CX does Matter



\$5.9 Trillion

of global revenue to play for from customer switching because of poor service

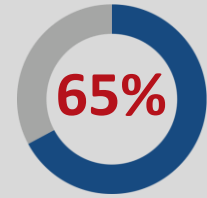


of US customers expect specialized treatment for being a good customer

Delight me: Seamless experience

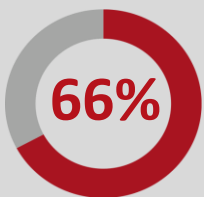


The average number of channels customers are using for prospecting

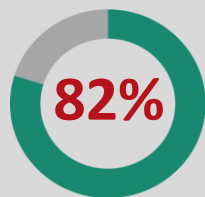


Find it frustrating when they're presented with inconsistent offers, experiences or treatment through different channels.

Companies are not working hard enough to retain customers

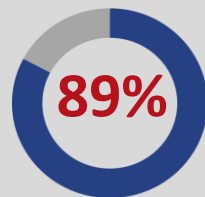


Customers who switched companies due to poor service in at least one industry last year

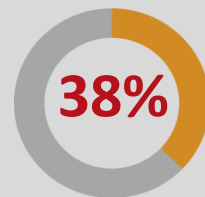


Feel their service provider could have done something to prevent them from switching

Digital adoption continues to rise, mobile online access accelerates the trend



Use at least one online channel when prospecting with an average of three digital channels



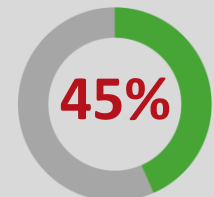
Access these sources at least half the time via mobile

Know me: Hyper relevance



Say their providers offer them a tailored experience

Enable me: Inherently mobile



Say offering better service options via mobile would have made a difference in their decision to switch

The 2013 Global Consumer Pulse Research published by Accenture entitled Digital Customer: It's time to play to win and stop playing to lose

Using Your Existing Data and adding Personalisation



Improvement Opportunities: Use Your Data

Customer Service Challenge

How to better help callers resolve issues without necessarily having to talk to an agent (on the first try)?

How to route calls to the best skilled agent? How to personalize the calling experience for premium customers or detractors?

How can agents service customers better – without having to ask callers to repeat information that they have already entered in the IVR?

CX Improvement Opportunity

Integrate Self-Service Voice with CRM data

Use CRM data and a well designed IVR to route calls to the best-skilled agent, eliminating transfers

Integrate CRM and voice for a more efficient caller and agent experience

Personalization

Proactive Messaging

- Does not interrupt the flow with questions - suggests most likely options. E.g. we notice you raised a trouble ticket number xxx are you calling about that?

Intrusive/Interactive Messaging

- Interrupts the flow with questions. E.g.. Past due caller asked to make payment or transferred to Collections
- Intrusive, must be used carefully – 70% or greater hit rate

Passive Customization

- Modifying menu choices behind the scenes based on client info or usage patterns or customer segmentation rules

IVR may only be part of a customer journey

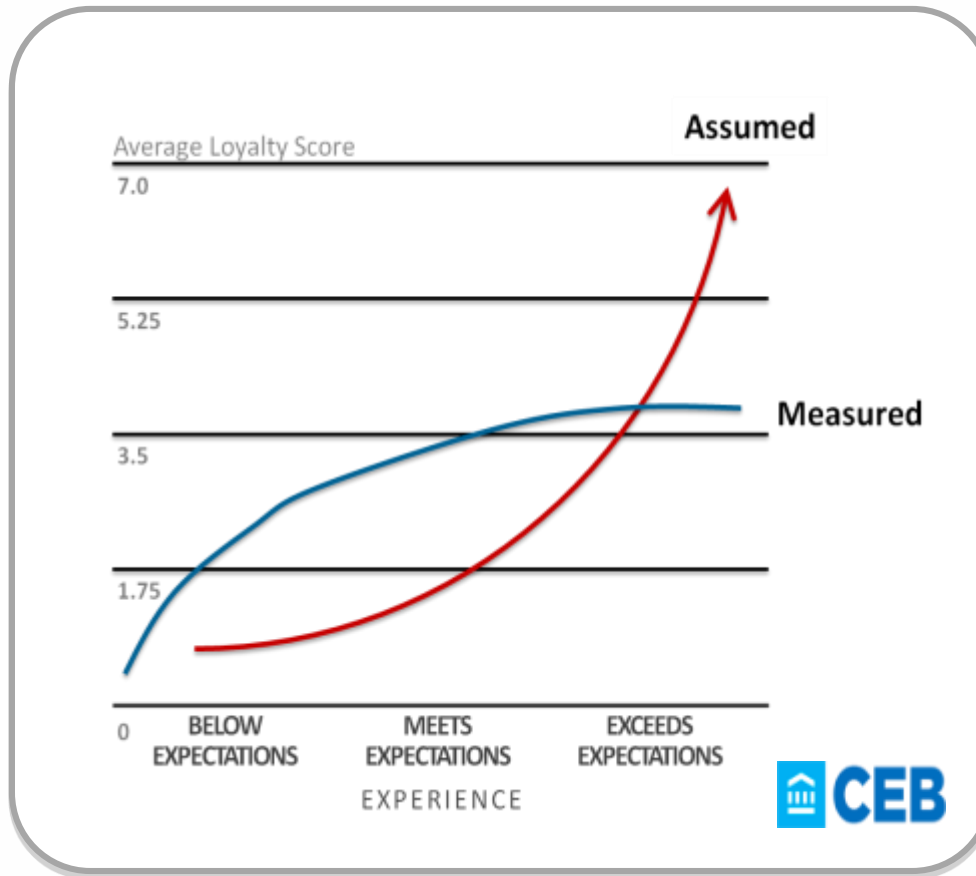
IVR is often an escalation path

- Callers frustrated with web or mobile interaction
- Already tried automation, not they just want a representative
- Calling in as part of a multichannel experience

Best Practice

- Recognize the customer journey touch points (cross channel knowledgebase)
- Acknowledge (personalisation)
- Accelerate (identify task and authenticate in IVR)

'Low Effort' Is Great Customer Experience



94%

Of customers with **low effort** will repurchase

Source: CEB

88%

Of customers with **low effort** increase spend

Source: CEB

< 50%

Of customer satisfied with **transitions** from web to phone

Source: Forrester

Only 1 in 3 companies deliver a **positive customer experience**

Source: Forrester

Tuning your IVR



Business Centric Data

So you've designed your app, measured results...what more can you improve?

How are callers using the IVR?

Which functionality is used/not used

Common system outcomes and exceptions

Evaluation: Is it saving me money? Where?

Are my customers happy with the IVR?

Validation: Did I automate the right things in the right way?

Next steps – Back to the reports...

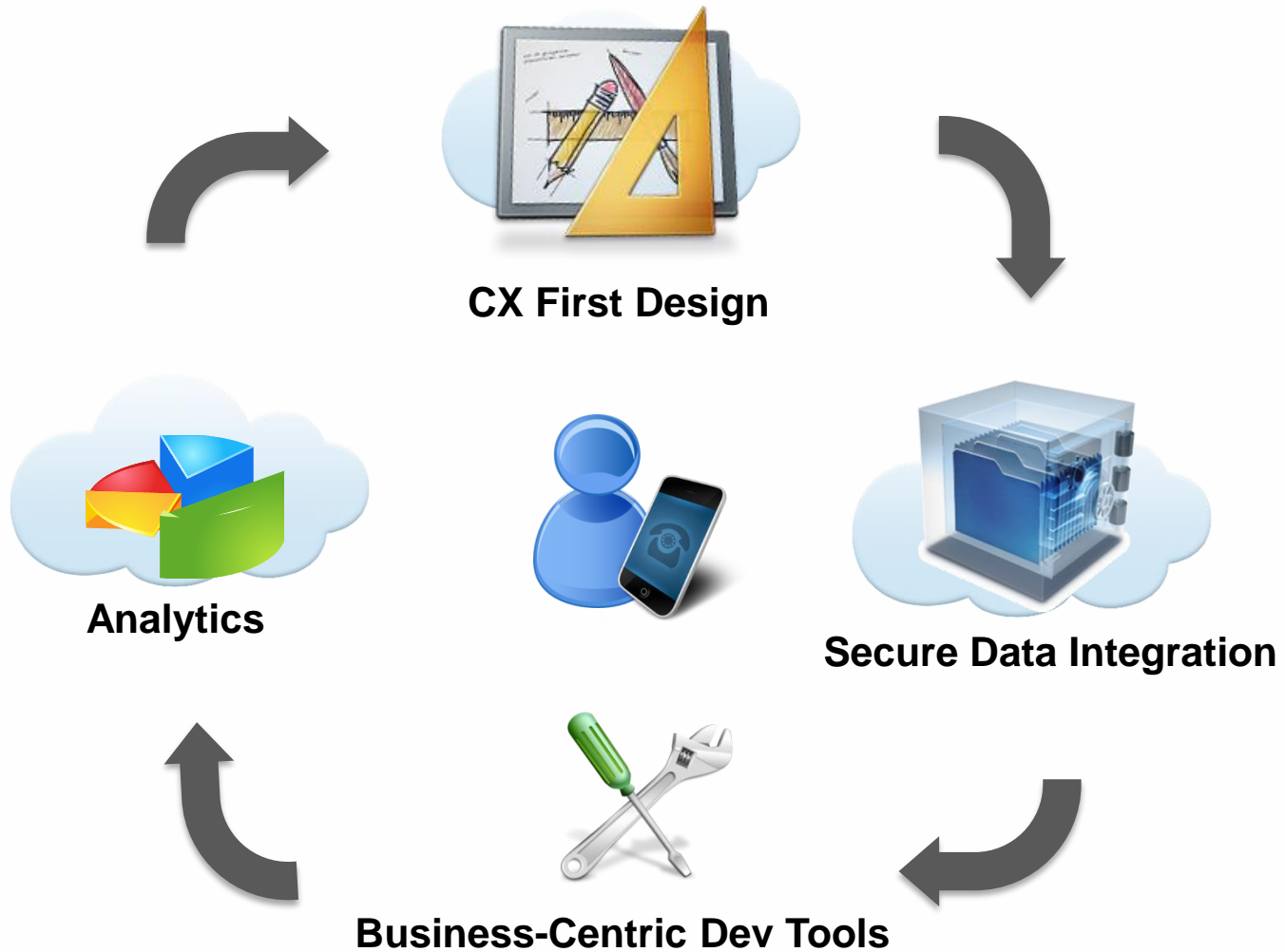
Where are callers falling out to agents, having trouble, or hanging up?

Identify areas for improvement

Identify next set of automation opportunities



Iterative Cycle



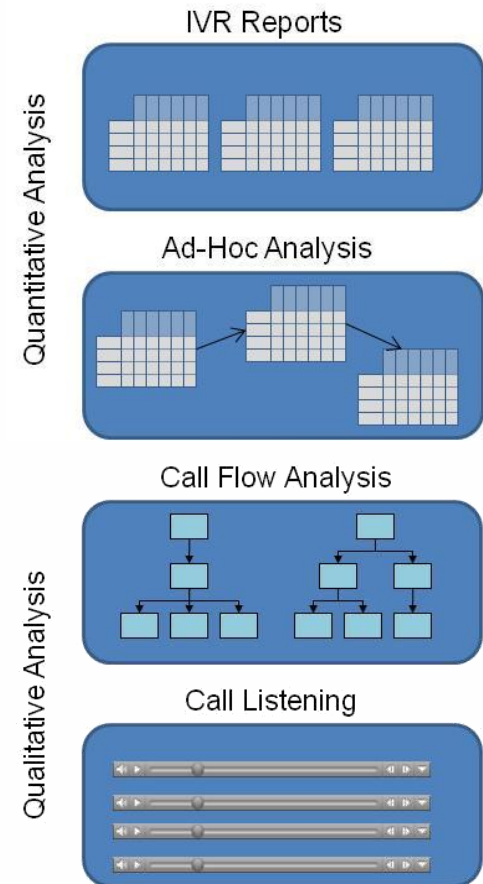
Two Types of Tuning Data

Quantitative data – What Analytics Provides

- Statistical data about how callers are using the system
- Comes from reports generated as a rollup of all collected data
- Shows how calls are funneling through your IVR
- Can show business metrics as they relate to the IVR
 - Task completion
 - Containment
 - Call volume by time period

Qualitative data

- Provides a deeper understanding of caller behavior
- Often obtained by listening to actual recorded calls



Score card

- Gives “at-a-glance” overview of current IVR
- Scores different design characteristics based on best practices
- Helps to focus the full assessment by identifying areas needing improvements



Scorecard Factors – does your IVR.....??

1

1. Set expectations clearly and be honest about live help

2. Keep callers in control of the interaction to create a consistent experience

3. Remember the caller and treat them like a human being

4. Avoid making callers repeat themselves and get them to the right place

5. Respect the caller's time and listen to them

Score card

Remember me	Rating	Notes
Intelligent interaction Available data drives the interaction. CLI/phone, account data used proactively when possible.	4	Good use of CLI
Personalized Experience Personalized experience based on caller data, user group/type and previous interactions.	2	Very little personalization
	Score	
	3.00	
Treat me like a human being	Rating	Notes
Caller is not at fault Provides graceful error recovery and system failures that places blame on the system, not the caller.	4	IVR takes the blame
Give callers respect IVR does not talk down to and treats the caller as a valued customer.	3	Some error messages could be better
	Score	
	3.50	

IVR is not only inbound



Companies Need to be More Proactive

“75% of consumers want more proactive communications from companies they do business with.”

-- Ovum Research

“84% of businesses are interested in providing proactive and personalized customer communications.”

-- Yankee Group

“Proactive multi-channel communications lets organizations **build strong customer relationships while reducing costs.**”

-- Forrester Research

“Proactively communicating with customers leads to high satisfaction and repurchase rates.... Companies should be more proactive with customer care, **leveraging the multiple channels consumers use for engagement.**”

-- Temkin Group

Final Thoughts

- Design your IVR and call center solutions with the caller in mind... treat your callers as you would want to be treated
- Constantly measure and adapt. Understanding and reducing caller frustration at ALL levels increases customer satisfaction AND containment rates
- The technology can only solve problems with thoughtful design and implementation and continued investment

thank
you

