



iNarrator

0800 852 7720

Modernising The IVR

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Call Centre Helper Webinar May 2020



People will forget what you said...

People will forget what you did...

But people will remember

How you made them

FEEL



Maya Angelou



What's the problem?



A multitude of options



Isolated channel



Lack of customer context



Out of date messages



Lack of self service



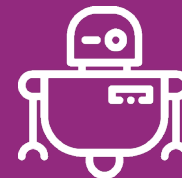
Poor quality voice messages



Elements of your IVR



Technology



Integrations



Call flows



**Tone of voice
& language**



**Voice style &
audio quality**



Why it matters



**Every customer
is impatient**



**Improve contact
centre efficiency**



**Retain existing &
gain new customers**



**Improve the agent
experience**



Review your current IVR



**Navigation
Time**



**Number of
Options**



**Number of
layers**



**On brand
messaging**



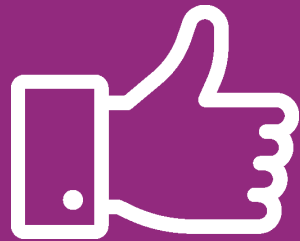
**Call queue
experience**



**Call queue
wait times**



What kind of first impression does your IVR create?



Poll



Quick fixes



Experience your IVR



Update messages



**Emergency
Messaging**



A single voice



**Review menu
options**



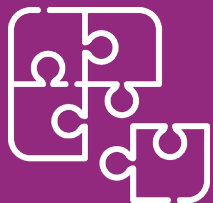
Who recorded your IVR prompts?



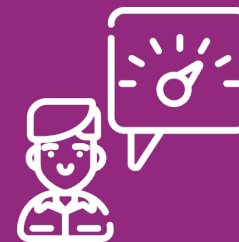
Poll



The impact of voice and music



On brand voice



Speed of delivery



**Record with a
professional voice**



**Suitable in queue &
hold music**



Out with the old...

“Please listen carefully to the following options as they have recently changed”

“We’re experiencing higher than usual call volumes.
Please stay on the line for the next available representative.”

“We know you’re waiting, your call is important to us.
A customer service representative will be with you shortly”



...in with the new

“Here are your options...”

“It’s taking longer than we’d like to answer your call, press 1 now and we’ll keep your place in the queue and call you back”

“Did you know... You can view delivery updates and sign up for email notifications online at...”



Modernise your IVR



Personalise



Omnichannel



**Integrated CX
strategy**



Self Service



Channel Shift



IVR RECORDINGS
iNarrator

www.IVR-Recordings.co.uk

Thank You



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