IVR Modernization:
What customers want and what to expect if you wait.
Featured Speaker

@NuanceEnt

Amy Livingstone
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Enterprise Division
Polling question –
Pressures are mounting to make a change...

Frost & Sullivan

“An organization’s customer service infrastructure is only as good as its worst performing channel, since customers don’t differentiate one channel from another when taking stock of the total customer experience.”

Benefits of Refreshing the IVR, A Customized Market Insight

Operational Challenges

- Many IVRs are simply old and outdated, not able to meet customer expectations
- Often overlooked to push improvements to Web and mobile channel
- Over modified/under tested systems are complex, buggy and hard to maintain
- Inattention has led to stagnant functionality and plateaued or declining performance
Consumer expectations have evolved

Large US Airline
“Consumers have turned the tables on us in self-service. We introduced IVRs, ATMs and other automation for the benefit of the company, but now we can’t keep up with customer demand for self-service.”

Vice President Customer Care
Major US Airline Company
Voice channel is still king

Across all demographics, voice is still the primary communication channel used.

Forrester's Top 15 Trends for Customer Service in 2014: Kate Leggett

“More channels are driving more interactions, including more phone calls.”

Customer Care EVP

The phone channel is now used as the primary escalation channel – the experience delivered cannot be anything less than stellar.
Meet Dave
A typical consumer.

Where an agent used to be the first point of contact, today it’s often a last resort.

1. Start with an internet search
When Dave has a question, his first stop is the Internet.

2. Visit company website
If he can’t find the answer he seeks, that’s when he’ll head to the company website.

3. Call the company
57% of inbound customer service calls come from customers who visit the website first.

4. Utilize self-service
Once on the phone, 67% prefer self-service over speaking with a representative.

5. Speak to a representative
It’s only if Dave feels he won’t get his answer quickly, that he’ll “zero out” to an agent.

Yesterday’s IVR doesn’t work for today’s customers

(2) Wakefield Research, 2014 – Consumer Preferences Survey
What customers want from self-service

Expectations now carry from one channel to another.

They want to be in control and prefer self-service.

Quick access to information and ability to perform complicated tasks on their terms.

- Easy, effortless, fast
- Personal
- Proactive
- Conversational interface
- Intelligent
- Do business when and how they prefer
Top IVR complaints

- Reason they’re calling not in the first menu
- Have to repeat same thing to an agent once they transfer
- Overwhelmed by too many menu options
- Can’t get an agent when they need to

- Pressing touchtone keys is annoying
- Doesn’t have the information to solve their problem
- Designed to help the company and not the caller
- Too wordy and takes too long to get the answer

Data excerpted from Wakefield Research survey
The consequences

Frustrating experiences drive blowback in record numbers

- Stopped conducting business with the company (47%)
- Warned friends and family about the company (45%)
- Contacted a manager about the poor service received (38%)
- Wrote a negative online review (31%)
- Scored the company poorly on a satisfaction survey (19%)

Data excerpted from Wakefield Research survey
The opportunity

Great experiences earn loyalty and new customers

- 55% Recommended the company to friends and family
- 47% Conducted more business with the company
- 43% Scored the company favorably on a satisfaction survey
- 31% Wrote a positive online review
- 29% Contacted a supervisor or manager about the great service received

Data excerpted from Wakefield Research survey
Conversational IVR

Intuitive
Conversational
Personalized
Anticipatory
Consistent
Conversational IVR is intelligent, proactive and personal. It allows callers to quickly access important information and perform complicated tasks as if they were speaking to a live agent.
Conversational IVR exceeds expectations

- **Intuitive first point of contact**
  - Recognizes, understands, and guides customers to the appropriate support

- **Self-service that feels like a ‘conversation’**
  - Supports natural interactions and delivers accurate and effortless results

- **Personalized, contextually aware experiences**
  - Remembers the customer and drives relevant interactions throughout the customer experience

- **Service that anticipates customer needs**
  - Understands and anticipates a customer’s unique needs and preferences

- **Consistent experience across channels**
  - Gives customers choice in how to interact and empowers them to help themselves anywhere, anytime
Traditional IVR capabilities

- Greeting
  - Leverage Caller ID

- ID/Auth
  - ID/account number/zip etc. via DTMF

- Intent Capture
  - DTMF, Directed Dialog
  - Capture Intent
  - Self-service

- Route or automate
  - CSR
  - Route or automate

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More recent IVR capabilities

- Greeting
- ID/Auth
- Intent Capture
- Route or automate
- Continuous Improvement via Reporting and Tuning

- Directed Dialog/Natural Language Understanding
- Proactive treatment
- Voice biometrics
- Self-service
- CSR/CTI/Desktop integration

Leverage Caller ID
Conversational IVR capabilities

- **Greeting**
  - Personal touches
  - Escalation support
  - Advanced speech output

- **ID/Auth**
  - Voice biometrics

- **Intent Capture**
  - Effective agent access
  - Proactive treatment
  - Natural Language Understanding

- **Route or automate**
  - Robust self-service
  - Human assisted recognition
  - Predictive logic
  - Conversational dialog
  - Continuous Improvement via Reporting and Tuning

- **Visual IVR**
  - CSR/CTI/Desktop integration

- **SMS/email**

- **Natural Language Understanding**

- **Continuous Improvement via Reporting and Tuning**

- **Advanced**

- **speech output**

- **Leverage Caller ID**

- **Predictive logic**

- **Human assisted recognition**

- **Conversational dialog**

- **Visual IVR**
Sample call – billing inquiry

- Proactively identifies caller
- Personalized greeting
- Easy identity verification by voiceprint
- Predictive logic used to present relevant information through integration with big data/cloud/previous alerts/channel activity
- Conversational use of natural language and dialog
- Human assisted automation as needed for flawless recognition and a seamless experience
- Multiple requests handled during a single interaction

The goal is a seamless, intelligent interaction for an enhanced customer experience.
Leading experience: FedEx delivers

Callers are more in control of self-service experience

- 6% Increase in IVR self-service
- 11K Live agent calls eliminated per day

- Consolidated, personalized speech-enabled hosted IVR
- “How may I help you?”
- Rich suite of conversational self-service transaction options

Gina Maiden
Managing Director
FedEx
Leading experience: Manulife

Delivering easy and secure phone banking

50% Improvement in call routing

4 Steps eliminated for customers

- First company in Canada—in any industry—to use Voice Biometrics and NLU in both English and French in a single IVR
Leading experience: American Airlines

A branded self-service persona so natural, callers say “thank you”

- First in their industry to use natural language
- Personalized greeting with proactive delivery of relevant information
- Millions of dollars in annual savings

5% ↑ Increase in call containment

10% ↓ Decrease in AHT
Leading experience: Michigan OCS

Increasing agent utilization, reducing caller frustration

90% ↓ Reduction in agent escalations
45% ↓ Reduction in call volume

- Caller intent determined using natural language understanding
- IVR prompts caller for case information and sends it to specialist via CTI screen pop
- IVR routes calls to first available support specialist
Increasing agent utilization and lowering costs

\[ \text{Decrease in AHT} \]

\[ 42 \text{ second} \]

- 2.2M voiceprints enrolled in under nine months
- Over $1M in annual savings
- 53 agents repurposed to higher value activities

"At Santander my voice is my signature."

"En Santander mi voz es mi firma"
Leading experience: Delta Airlines

Connecting outbound and inbound channels to improve containment

46% ↑ Increase in capturing customer intent
15% ↓ Decrease in misrouted calls

- Saved over $3M in call automation in year one
- Callers asking for an agent at the main menu has dropped 27 points to 9.7%
Conversational IVR delivers results

<table>
<thead>
<tr>
<th>Telecommunications</th>
<th>Healthcare</th>
<th>Travel/Transportation</th>
<th>Financial services</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 20-second reduction in call time</td>
<td>• Improved self-service containment</td>
<td>• 53% increase in customer satisfaction</td>
<td>• 20% decrease in caller abandonment</td>
</tr>
<tr>
<td>• 40% reduction in misroutes</td>
<td>• Increased first-call resolution</td>
<td>• Eliminated 11,000 live agent calls daily</td>
<td>• 14% reduction in transfers to agent</td>
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<tr>
<td>• 87% reduction in executive IVR complaints</td>
<td>• Doubled automation rates</td>
<td>• 5% increase in containment</td>
<td>• 30-second reduction in agent handle time</td>
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<tr>
<td>• 32% increase in self-service activations</td>
<td></td>
<td>• Millions of dollars in annual savings</td>
<td>• 20% increase in contact center productivity</td>
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So what comes next?

**Analyze, analyze, analyze and then create a roadmap**

Your business and caller base change all the time – know why your customers are calling, where they need more help, and update automation offerings to keep pace.

Know how your IVR is performing and what you can do to optimize it.

**Take advantage of recent advances in IVR technology & design to do more**

Create an IVR that delivers the self-service options and experience your customers expect and demand – even for complex transactions.

Make it personal, proactive and easy – let them know they’re not just a number.

**Don’t get caught saying ‘if it works, don’t fix it’ – if you want to stay ahead of competition**

The phone is still the #1 escalation channel and your IVR is your front line.

Improving the design can provide improvement in both customer experience and operational metrics, enabling a greater ROI.
Getting started

• **Benchmark your current IVR experience from start to finish**
  • Caller identification and authentication, routing strategies, UI, opt-outs to agents, performance relative to KPIs and metrics

• **Evaluate your IVR’s current state relative to your other customer service channels**
  • Experience and brand consistency, opportunities for cross-channel alignment

• **Create a roadmap for implementing Conversational IVR based on your contact center and overall business objectives**
  • Ease of use, consistency across service channels and role in cross-channel journeys
THANK YOU!
Q&A

IVR Modernization: What Customers Want and What to Expect if You Wait

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Consumer survey on phone self-service

Importance of a positive IVR experience – confirmed!

75% indicate that the phone gets the best results over all other channels*

37% of respondents said they might decide to stop doing business with your company altogether after a single bad IVR experience*

83% say that the quality of the IVR impacts their opinion of the company. A good IVR means that the company cares about providing good service*

*Nuance Communications, Inc., “Consumer Survey on Phone Self-Service Preferences,” April 2014