



Tune Up Your IVR

Just like your car, your IVR solution needs regular checkups to ensure that it continues performing optimally. Here are some quick tips for basic IVR tune-up and to provide your customers a highly-intuitive, automated experience.



1 **Benchmark your containment rate.**

What is the amount or percentage of your customers who are able to completely self-serve their needs in the IVR system? This is an essential metric that you have to measure.

2 **Track your transfers within the application.**

Is there an area that sees a higher amount of transfers? Is any particular prompt in need of tweaking? If a prompt is unclear or confusing, your callers have no problem mashing "0" even when self-service was a viable option. When it comes to speech applications, things like background noise or prompt mimicry can.

3 **Conduct focus groups with your customer service representatives (CSRs).**

Key in on areas that have seen a high transfer rate from the automated system. Ask your CSRs to provide insights into why callers are transferring at a particular point in the call. (What do they need assistance with and what's their mood?) Also, ask if there are any repetitive tasks that the CSRs are handling that could be easily automated.

4 **Call and listen to your IVR as a customer.**

How does it sound? Smooth? Choppy? Is the voice talent engaging? For the sake of consistency, you should have only one voice talent throughout your IVR. Does it sound like your brand? Everything should just feel natural.

5

Leverage business intelligence in your IVR design.

Analyze your customer data and pinpoint their tendencies. For example, if callers routinely call in at the end of the month to make a payment, build in intelligence that recognizes the date and asks customers if they are calling to make their monthly payments at the front of the call.

6

Use automated speech recognition to make the call more natural.

One of the biggest gripes customers have with IVR systems is that they feel a “robot” can’t truly address their concerns. Speech-enabled IVR helps deliver information with efficiency and accuracy, and empowers customers to self-resolve a wider breadth of issues than would be possible with just a touchtone IVR.

7

Build an ROI model to justify investments in upgrades.

If adjustments can increase automation and caller satisfaction, then cost justification should be simple — reducing calls and average agent handle times is good for the customer and your long term bottom line.

8

Make changes and measure results often.

Did changing prompt wording in your touchtone IVR increase containment rate? Maybe a timing adjustment in your speech-enabled IVR lead to higher success rates on the first prompt? Perhaps including a new grammar met customer needs that were previously neglected. Take note of customer pain points and how certain adjustments affect their ability to successfully address them.

9

Set a plan to professionally tune your IVR annually.

Your customers don’t sit still and neither should your IVR. Work with strategic communications partner to analyze your IVR system every year to drive an efficient and effective customer experience that evolves with your customers.

Get your IVR firing on all cylinders.
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