

VISUAL VOICE

CREATE A MORE EFFECTIVE AND
REWARDING SELF-SERVICE EXPERIENCE
WITH AUDIO-VISUAL INTEGRATION



INTERACTIVE SERVICES

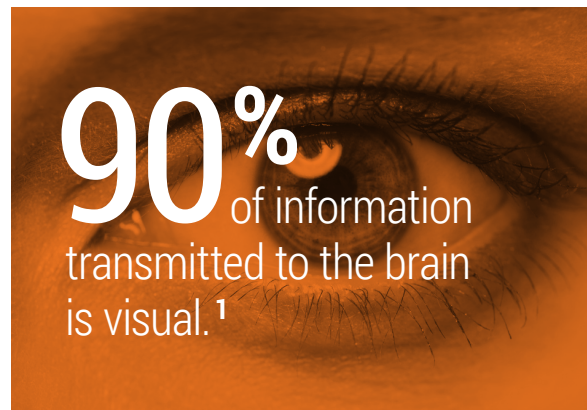
BLEND IVR, SMS AND MOBILE WEB TO EMPOWER CUSTOMERS TO COMMUNICATE MORE NATURALLY AND EFFICIENTLY.

Did you know that visual aids have been found to improve comprehension by up to 400 percent¹? Adding visualization to the IVR channel works because humans respond to and process visual data better than any other type of data. In fact, the human brain processes images 60,000 times faster than text and 90 percent of information transmitted to the brain is visual¹.

We are visual creatures. As such, the time is right for organizations to implement audio-visual integration and unlock their true potential to meet the rising demand for self-service. That's where Visual Voice comes in.

SEEING TO HEAR BETTER

A more interactive approach to traditional IVR, Visual Voice enhances customers' overall self-service experience by allowing callers to use their mobile phone to read texts, type responses and navigate intuitive visualizations simultaneously, all while intelligent IVR guides them every step up of the way. It bridges the gap between the simplicity of IVR self-service and the sophistication of an agent handled call by giving callers the visual tools needed to accomplish more.



A SMARTER WAY TO INTERACT

- **Quicker Task Resolution** – Provide customers with mobile content for easier self-service via their smartphone such as interactive forms and text messages – without ever needing to transfer, disconnect or speak to live representatives
- **Multi-channel Experience** – Blend voice instructions while navigating mobile web visuals, all without the hassle of downloading a mobile app
- **Enables Choice and Compliance** – Easily collect preferences in the voice channel and enable opt-in compliance
- **Decrease Agent Transfers** – Seeing and hearing improves comprehension, decreasing the chances of needing an agent
- **High-touch, personalized customer experience** that blends IVR, SMS and mobile web to provide a differentiated customer experience

IT'S TIME TO SEE WHAT VISUAL VOICE CAN DO!

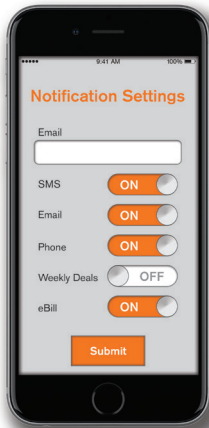
Check out just a few examples of how Visual Voice can provide more effective self-service and enhance the customer experience:



Scheduling Made Easy with Calendar Visualization

Your WiFi connection goes out and you call your cable company for assistance. You connect to the company's IVR, which walks you through a modem reset process. After troubleshooting fails to solve the issue, you anticipate having to transfer and wait on hold for agent assistance. But Visual Voice proves you wrong.

While you're on the line, Visual Voice recognizes your modem is still not working and texts a link to your phone to help you schedule a technician appointment. You click the link, **navigate a visual calendar** complete with available appointment slots, and set up a time that works best for your schedule — all without having to transfer or wait on hold for an agent. [Click here to watch a Visual Voice scheduling demo.](#)



Effortlessly Opt-in and Manage Communication Preferences

You call a retail company to track the status of the shoes you ordered. The IVR recognizes your number and immediately asks if you'd like to receive a text message when your package has arrived. You say yes, and receive a link via text message in seconds. Following the IVR's instructions, you click.

A visual web interface pops up, and the IVR guides you through a range of proactive text message opt-ins on the visual interface; including order confirmations and statuses, shipping notices and weekly deals. Best of all? The interface even allows you to key in your email address to receive regular updates – an ordinarily challenging, verbal self-service task. [Check out Visual Voice's versatile Preference Management capabilities in this video demo.](#)



Start Service and Enroll in Programs with Intuitive Mobile Forms

You've moved to a new city and need to start electric service with your local utility company. You call and connect to an IVR that frees you to speak naturally. After collecting some basic details, the IVR sends a text message with a link to a mobile form to complete a few details to start service, like your name, address, city and zip code. You've completed service start-up in minutes.

A month later you dial the customer service number at the bottom of your statement. The IVR recognizes you and instinctively asks if you'd like to switch to monthly paperless billing. You receive a text message with a link to an enrollment mobile form and IVR guides you through verification, keying in your email address, and opting into paperless billing and additional updates and alerts.

Visual Voice frees you to easily key in information when agent intervention would have normally been inevitable. See how Visual Voice can make anything from [starting service](#) to [enrolling in programs](#) a cinch.

¹Visual Teaching Alliance for the Gifted and Talented. Web. 06 Apr. 2017.