

Utility VoIP IVR Overview

Interactive Voice Response

What is IVR

IVR stands for Interactive Voice Response. It enables a caller to use their touch-tone phone or voice telephone input to interact with your database and obtain information on demand using a phone-based, self-service application. The versatile IVR platform is built to provide your organization with access to cloud-based applications that can integrate with any PBX and database to offer real-time interaction for simple or complex customer inquiries.

What IVR does

Interactive Voice Response offers the ability to provide database-driven, touch-tone applications to your callers for convenient 24/7 self-service. This self-service application reduces the number of basic calls that need to be handled by your agents and improves the customer interaction. By integrating with any PBX and database, it improves the flow of information and automates redundant tasks that are often carried out in a call center, making your organization's day-to-day activities more efficient.

How does IVR work

The IVR solution uses a SIP trunk to connect from the cloud to any PBX or PSTN connection that supports SIP trunking and it can integrate into any database platform that supports web services style API (Application Programming Interface). The IVR platform allows your callers to navigate through a call flow application using their phone where the system will speak back the account info from the database and offer the option to connect to an agent. An IVR system may also be combined with screen pop applications to allow data collected from the call flow and database interaction to be displayed on your agent's desktop. This both shows who the call is from and prevents repeat information collection, creating a more pleasant caller experience and reducing call length.

Why should you use IVR

Your business must continue to strive for efficiency when providing customer service without sacrificing quality. IVR allows your customers to get fast and easy access to the answers and services they need at any time of the day without having to wait on hold or interact with your agents.

This creates a quick and pleasant caller experience and still provides your customer with the information they need on demand. Your Contact Center managers are looking for new ways to enhance the caller/agent experience while maintaining efficient staffing levels to control overhead costs and keep customer hold times to a minimum. IVR reduces redundant calls, freeing your agent staff to focus on enhancing customer experiences on calls that require personable interactions. IVR and automated screen pops provide a shorter, more seamless caller experience without requiring previously collected data, keeping your customers' valued time in mind.

Who can use IVR

This Contact Center solution is perfect for your company if you want to reduce your cost of service while still maintaining excellent customer interactions. Both inbound and outbound applications offer productive and affordable communications and customer interaction, making this efficiency tool a great fit for most vertical segments including but not limited to:

IVR Applications:

- Financial
- Insurance
- Government & Public Sector
- Health Care
- Retail
- Utilities
- Legal
- Social Services
- Hospitality
- Telecommunications

How IVR is used

IVR has many vertical-specific applications, all based on the same functionality. Businesses in the following verticals have implemented IVR for a number of reasons; the most frequently used are listed below:

Healthcare:

- Appointment
- Reminders
- Lab Test Status
- Prescription Refill and Status
- Surveys

Government and Public:

- Property Tax Payments
- DMV Renewals by Phone.
- Law Enforcement (background checks)
- Probation Enforcement
- Telecommunications

Insurance & Financial:

- Policy status & renewals
- Payment by Phone
- Product Info
- Account Balances
- Account Inquiry
- Loan Payment by Phone
- Payment Reminders
- Credit Card Authorization

Retail:

- Membership Services
- Order Status & Order Entry
- Outbound Notifications (Voice/Text)
- Customer Surveys
- Credit Card Authorization
- Scratch-Off Games
- Shipment Status
- Payment Status