

# Deliver on your customer service commitments with Conversational IVR



Here is a familiar scenario. Your customers want to connect with you for solutions to their problems. You want to jump to it right away and help them too. But your outdated IVR system comes in between and disrupts the connection. Too many inputs and actions required from them, combined with endless waiting on the line often make it a frustrating experience for your customers, which if not addressed in time may even cost you their business.

In addition, the pandemic has dealt a severe blow to the customer service industry, with understaffed call centres trying to keep up with unprecedented spikes in call volumes. Luckily, Conversational IVR technology has developed over the years to evolve into just the customer service solution your business can benefit from.

## Let's take a look at some of its advantages:

**Simple to navigate:** With automated voice commands, the number of steps customers need to follow to reach their solution is drastically reduced, making the process simple and customer-friendly.

**Saves time:** Conversational IVR systems are designed to understand customer problems right at the outset. In case the solution is more complex and requires additional support, the system redirects customers to your service team without delay.

**Cost-effective:** The longer your customers are on the line waiting for a resolution, the more money it costs you. Intelligent Conversational IVR's interactive self-service technology leads to faster resolution cycles and therefore substantial savings.

**The personal touch:** Advanced Conversational IVR uses a combination of AI and NLP (Natural Language

Processing), which enables technology to respond to your customers' speech and voice. Not only that, insights and data from such interactions are then constantly utilised to further improve future experiences.

**Dynamic and smart:** A contact centre running on Conversational IVR is easier to manage and monitor with real-time analytics, tools and updates. Timely reports and overviews enable you to make informed decisions without breaking a sweat, helping you to continuously finetune your customer service system.

Conversational IVR is also a great way to rewrite your brand's story by building your image as an organisation that cares for its customers. If that is part of your business vision, then an upgrade to Conversational IVR could be a powerful way to achieve your goal.

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