

11 tips to make an exceptional IVR system

Analyze your customer base

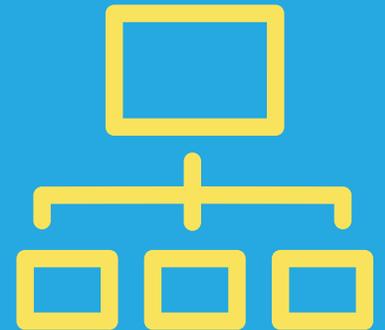


Do your callers really need an IVR? You can evaluate this by the type of business you run. For example, if you are a tech support team, an IVR menu can help sort out specific technical concerns and direct them to the respective operators. On the other hand, if you provide legal advice through appointments then your front desk receptionist will do and there is no need for an IVR.

How much is too much?

From personal experience, some of us have probably been overwhelmed by the number of options an IVR shoots out. Don't do that.

3 Menus (including the main menu), each with a maximum of 3 sub-menus will be enough. Keep it short and simple.



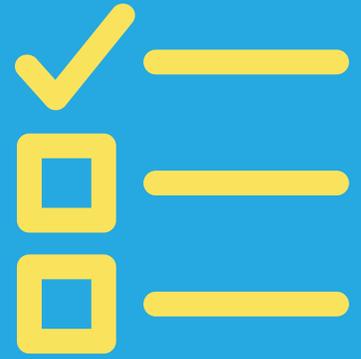
Be simple and straightforward



Avoid the use of jargon and overly technical phrasing. If you want to give your customers a reason to return, you can start by making it easy for them to get the help they need, not to complicate things for them.

Put common queries at the start of the menu

For each company there is a set of concerns and queries that are frequent enough to be placed at the start of the menu, so as to save the caller's time and make the experience hassle-free.

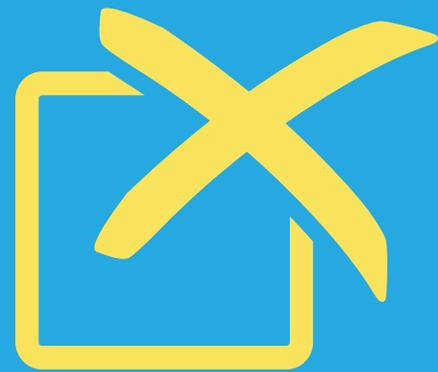


Always give callers access to a live agent

Callers must be given an exit route through which they can access a live person when needed. Not doing so can cause your customers to avoid reaching out to you, and even be the reason for a lost customer.

Have a plan for an invalid entry

Mistakes happen. If a caller presses a number that does not have an output, ask them to try again, or offer to repeat the menu. If they repeat the mistake, direct them to an agent that can help them out.



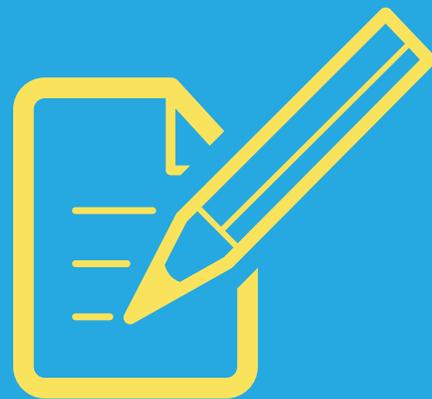
Make it easy to follow

Callers are inclined to listen to their concern first, then to the process to seek help.

Messages saying "For newest packages, press 3" are easier to follow than "Press 3 for the newest packages".

Notify the caller before giving essential information

When your IVR gives out information such as a code, number, or anything that may need to be written down, have it set up so the caller controls when to prompt the voice to speak. This gives the caller time to get a pen and paper. Also, include a repeat option at the end.

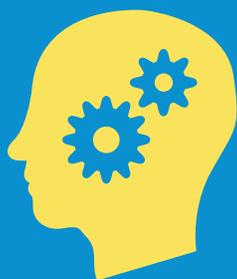
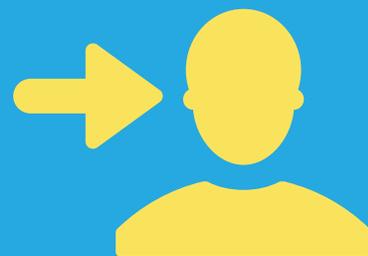


Never hang up first

The caller should have control over when the call ends - not the other way round. Have your IVR ask to press #, for example, if they need further help before they hang up to ensure a maximum satisfaction rate.

Use Call Queues

When multiple users prompt to talk to a live agent, your ISP can arrange them to be attended in an orderly manner. This reduces frustration such as observed during peak hours, as well as give callers an idea of how long they have to wait, plus the option to wait or call again.



Listen before finalizing

Remove all extra words and phrases from your messages, to make it as simple as possible.

Getting a customer to listen and correct it is one way to do it, as their point of view is your main target.

How can an IVR be implemented in your industry?

Any industry can use IVR for more than just handling calls:

- Institutions can use it for callers who need to gather information such as school reopening timings or holiday schedules.
- For online payments and/or billing information
- To retrieve order status and/or tracking information
- To receive useful feedback in the form of automated surveys
- As a marketing technique in the form of a short promotional message
- To assure your customer base that you are there for them

And much more!

Need to set up your IVR? Our experts will guide you through the entire process.

Contact us today!



514 664 4000



www.origen.ca



1 855 696 7443



info@origen.ca