

2020: The world's voice channels weren't ready.

For many contact centers, 2020 brought record call volumes and diminished capacity. In such times, a flexible, full-featured IVR can be a huge advantage. But our research suggests the world's voice channels weren't ready.

OUR DATA SAMPLE

160+
organizations
worldwide¹

25
countries
worldwide²

12+
Industries
represented

Three types of IVR deployed:



Touchtone/
DTMF (dual-tone
multi-frequency)



mix of DTMF and
basic speech



fully
conversational
(natural language)

1. Data submitted by organizations between 2018 and late 2019
2. Excluding China and Japan

CUSTOMER RECOGNITION

1 in 3 ● ● ●

— Organizations **could not** identify incoming callers

11% Only 11% were using data to predict intent and personalize **IVR menus**

Why this matters

Respond to customers needs faster and more effectively when you know who's calling and why.

PERSONALIZATION

Just 1 in 4 ● ● ● ●

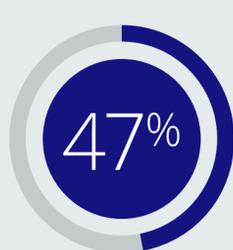
— IVRs could **greet callers** by their name

— Had some integration with **proactive** comms

Why this matters

Greeting customers by their name provides reassurance. Greeting them in the context of recent communications is even better.

IMPROVING SECURITY AND THE CUSTOMER EXPERIENCE



of organizations
offered
authentication
in their IVR

And of those organizations...



were relying
on PINs and
passwords (KBA)



were using voice
biometrics

Why this matters

In-IVR biometric authentication streamlines your customer's experience and helps reduce fraud by keeping criminals out.

MOVING CUSTOMERS TO DIGITAL

1 in 18

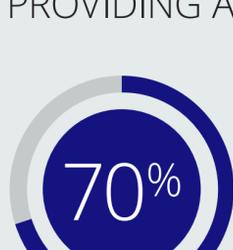


— IVRs could **re-direct callers seamlessly** to digital channels

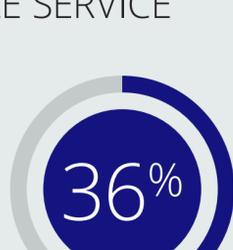
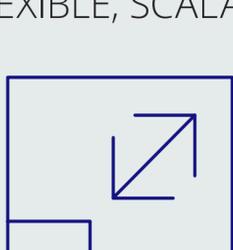
Why this matters

When wait times are high, it's important to offer callers an alternative, faster experience on digital channels.

PROVIDING A FLEXIBLE, SCALABLE SERVICE



of IVRs required
callers to use
closed menus and
follow set paths



were either cloud
or hybrid cloud
deployments

Why this matters

When disruption occurs, contact centers must be able to adapt to new customer needs and questions and scale quickly to accommodate shifting call patterns.

A CATALYST FOR IVR EVOLUTION

We've seen countless organizations adapt their IVRs to meet 2020's challenges. Download our full report to learn some of their stories.

You'll also:

- See how top companies improve customer experience in the IVR
- Get deeper insight and analysis into ways to improve your IVR
- Discover how to benchmark your own IVR

[Download the full report](#)