

# 4 IVRs customers love.

How top brands modernized their IVRs to drive improved CSAT and cost control.

## 1. Delta Airlines

Updated a decade-old IVR to improve their self-service experience

## 2. FedEx

Humanized the IVR to make self-service natural and conversational

## 3. NYC311

Handled large call volumes while reducing expenses and improving operational efficiency

## 4. TalkTalk

Increased IVR self-service functionality while reducing misrouted calls and improving customer satisfaction

**Getting started with modernizing your IVR**

# Delta Airlines

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## Challenge

Delta wants every traveler to feel welcomed and taken care of at every step of their journey, from booking flights to boarding their plane. But a decade-old IVR system meant callers were stuck navigating long menus and repeating information frequently. To boost customer satisfaction and deliver the best booking experience in the industry, they knew they needed to modernize.

## Solution

Today, Delta's IVR recognizes each caller's phone number and greets SkyMiles members by name. The system provides personalized information about upcoming itineraries, and even sends out proactive alerts about upgrades, delays, and cancellations.

## Learn More



[Read](#) the Delta Airlines case study in this Frost & Sullivan report.

## Result



Callers requesting a specialist fell below 10 percent



10 percent drop in customers repeating information



15 percent reduction in misdirected calls



75 percent of calls capture caller intent

“The results with the new IVR were significant, outperforming expectations...Most importantly was the improved experience and innovation we were able to deliver to our customers.”

**Julie Rath, Managing Director, Reservation Technology & Operations**  
Delta Airlines

# FedEx

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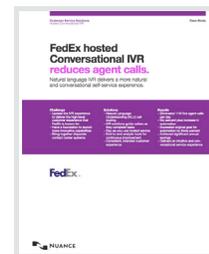
## Challenge

FedEx strives to meet customer requirements in the highest quality manner — but they knew their IVR was lagging. They wanted to humanize the IVR, make it more conversational, and bring multiple North American contact centers together on a single platform.

## Solution

With the Nuance OnDemand conversational IVR solution, FedEx customers can say why they are calling in their own words. It seamlessly guides callers through scheduling a pickup, tracking packages, getting rates, and even ordering supplies — all without speaking to an agent.

## Learn More

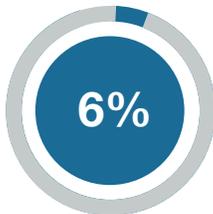


[Read](#) the full FedEx case study.



[Watch](#) what FedEx's Gina Maiden, Managing Director, has to say.

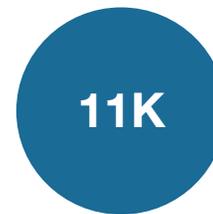
## Result



6 percent increase in automation



Delivers an intuitive and consistent experience in two languages: English and Canadian French



Eliminated 11,000 calls to live agents per day

“In addition to the customer experience benefits, we’ve also seen improvements in our ability to really understand our customer’s call intent and get them to the right customer service representative... So, we’ve seen great benefits from this solution.”

**Gina Maiden, Managing Director**  
FedEx

# NYC311

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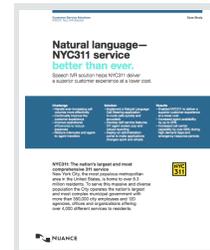
## Challenge

NYC311 averages more than 20 million non-emergency calls per year from over 8.3 million residents. It's an immensely successful service — but the city wanted to find new ways to further improve the customer experience and reduce expenses.

## Solution

In place of long menus, NYC311 now uses Natural Language Call Steering. Callers simply say what they want and the system understands, even when faced with the loud ambient noise and regional accents commonly encountered in New York City. Plus, new self-service features make it easy for callers to obtain information on their own, without human assistance — so agents can focus on more complex needs.

## Learn More



[Read](#) the full NYC311 case study.

## Result



25 percent increase in agent availability



20 percent increase in call center capability during high demand and emergency response periods



Delivers a superior customer experience at a lower cost

“We have worked closely with Nuance to develop a service experience unparalleled in the 311 community. Through the successful implementation of cutting-edge speech recognition and intelligent call routing, we’re providing our customers with the quality and ease-of-use they have come to expect from New York City.”

**Joseph Morrisroe, Executive Director  
NYC311**

# TalkTalk

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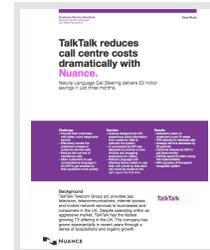
## Challenge

At TalkTalk, they believe everyone should enjoy affordable broadband, TV, and mobile service without frustrating barriers. They wanted their IVR to reflect those same values: easy to use, affordable to operate, and designed to keep customers happy.

## Solution

Instead of touch-tone menus and clunky PINs and passwords, TalkTalk callers use their voices at every step of the way. Natural Language Call Steering allows them to say what they need and routes them to the right agent the first time. And voice biometric authentication means customers never have to worry about a forgotten PIN or password again.

## Learn More



[Read](#) the full TalkTalk case study.

## Result



26 second decrease in call time



94 percent accuracy of the recognition system



23 percent drop in call time in three months



\$3.7 million saved by TalkTalk



ROI in 3 months

“This is one of the most successful deployments of this technology in the UK and Ireland. The focused, collaborative approach we undertook with Nuance meant we could test and learn together in a safe environment during the process of designing the IVR.”

**Eoin Power, Head of Contact Strategy & Planning  
TalkTalk**

# 5 ways to modernize your IVR

Even the oldest IVRs can be easily adapted to deliver experiences that are intuitive, incredibly efficient and even share-worthy. Here are the top ways to keep up with customer expectations and the competition.

## 1. Recognize callers faster

PINs and passwords are out. With Nuance voice biometrics solutions, your customer's voice is their password — creating a faster, more efficient authentication experience (while decreasing agent call volume and duration).

## 2. Become more conversational

Ditch the menus and mazes, and use Nuance conversational IVR technologies instead. Leveraging Natural Language Understanding (NLU), callers can use their own words to ask for and get what they need at every step of the way.

## 3. Personalize the experience

To go the extra mile, companies like American Airlines use Nuance technology to greet customers by name, gather information to expedite call resolution, and even remember and retrieve customer preferences. The goal? Anticipate customer needs before even saying “hello.”

## 4. Proactively anticipate customer needs

Customers increasingly prefer companies that “keep them in the loop,” proactively alerting them to important information. Nuance offers a comprehensive outbound customer engagement platform that sends voice, text, and email alerts to your customers — from simple reminders to completely automating your collections lifecycle.

## 5. Create consistency across every channel

Nearly 60 percent of callers visit your website first, and 30% continue browsing while they talk to an agent. To deliver more intuitive, effortless omni-channel experiences, Nuance offers:

- **Visual IVR** technology, allowing you to deliver helpful content to a caller's mobile device during an IVR interaction.
- **IVR to SMS** technology, empowering agents to move callers from phone calls to other digital channels like SMS chat.
- **Automation Assist**, so human agents can silently assist (typically for just three to five seconds) when an automated IVR encounters an unexpected phrase or extreme background noise.

## Learn More



[Read](#) the 'IVR in an Omni-Channel World' guide to learn why your phone channel is more important than ever.



[See a modern IVR in action.](#)

# Ready to talk?

[Email us](#) to get in touch with one of our customer engagement and IVR experts, or read more about Conversational IVR [here](#).



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**About Nuance Communications, Inc.**

Nuance Enterprise is reinventing the relationship between enterprises and consumers through customer engagement solutions powered by artificial intelligence. We aim to be the market leading provider of intelligent self- and assist-ed-service solutions delivered to large enterprises around the world. These solutions are differentiated by speech, voice biometrics, virtual assistant, web chat and cognitive technologies; enabling cross-channel customer service for IVR, mobile and web, Inbound and Outbound; and magnified by the design and development skill of a global professional services team. We serve Fortune 2500 companies across the globe with a mix of direct and channel partner selling models.

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