NUANCE

Mind the IVR-to-digital gap

How to bridge silos for a better customer experience.

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Digital hasn't killed the IVR. It's pushed it to be even better.

The goal of omni-channel sounds simple enough—sustain customer engagement across channels according to customer expectations—but it's among the most complex challenges organizations face today.

Omni-channel encompasses a multitude of customer-facing technology and functions that have historically been siloed and difficult to connect. But while the omni-channel vision is to provide a seamless, consistent, intelligent experience to every customer in whatever channel they choose (and as they move between channels and devices), the rush to deliver great digital experiences has made traditional engagement channels—namely the IVR—feel out of touch and out of place in a digital world. The result? More complexity (and cost) for organizations and a less-than-optimal experience for customers.

Even in the golden age of digital, the IVR is still a critical piece of the customer experience journey. Customers still call when they have a complex issue or can't get resolution through other channels, with 68% saying a phone call is the most likely way to help them resolve issues successfully.[1] But if your IVR simply gives callers limited self-service options or keeps them on hold until an agent is available, frustration adds up and they won't stay customers for long.

In this guide, you'll learn how to transcend the IVR-to-digital gap and move the right callers to the right digital channels so you can enhance the customer experience while cutting costs.

79%

of customers still use a phone call to contact customer service[2]

1 Get It Right: Deliver the Omni-Channel Support Customers Want, Ovum Research, 2016
2 Contact Center Satisfaction Index (CCSI) 2018, CFI Group, 2018

Your customers don't see channels—they just see a service experience

All the time, money and effort you've spent to shift customers away from the contact center to lower-cost digital channels are in vain if your IVR can't take them there too.

Imagine if your IVR could direct callers straight to digital channels while bringing along all their contextual data— for a faster path to resolution. It sounds great, but the trouble is the IVR usually sits in a silo, disconnected from the exciting new digital experiences that grab all the headlines (and budget). It's no surprise, since the IVR team and the digital team barely know each other in many organizations.

That's where an IVR-to-digital strategy becomes critical, providing a way for your IVR to offer customers an alternative solution—like live chat or a virtual assistant that's better suited to resolving their issues quickly without agent assistance.

It's time to bridge the IVR-to-digital gap

Silos don't just damage operational efficiency and ramp up costs—they also have a serious impact on the customer experience. When the IVR and digital engagement channels (and the teams that manage them) are disconnected, customer experiences can quickly start to fall apart.

Without an automated way to shift interactions from IVR-to-digital channels, customers who can't get a resolution in the IVR have two equally frustrating options. They can either zero-out to wait on hold for an agent or abandon the voice channel completely and start their inquiry all over again online. Of course, there's always the third option: leave for a competitor.

All of this points to a big opportunity. Many organizations let customers fall into the IVR-to-digital gap, so if you can bridge it, you'll instantly stand out as a genuinely customer-focused business. By shifting callers seamlessly from the IVR to web, SMS or any other digital channels, you'll keep customers from asking for an agent, give them faster resolution and reduce your cost to serve.

"Customers simply want an accurate, relevant, and complete answer to their question or a swift resolution to their problem upon first contact.

In fact, 66% said that valuing their time is the most important thing a company can do to provide them with good online customer service."[3]

— Forrester Research

The IVR-to-digital opportunity

IVR-to-digital (acting as one entity) gives you a simple way to move the right callers to the right digital channels so you can enhance the customer experience while cutting costs.

It's a practical way to fix a common problem that prevents so many organizations from achieving a true omni-channel experience and to connect previously siloed channels to offer seamless, intelligent and lower-cost customer engagements.

1 Give your customers a standout service experience

When IVR and digital channels are connected and understand each customer in context, callers who prefer self-service, or have easier questions to answer, can be directed straight to a virtual assistant or live chat, while customers who prefer to speak to a live agent (or who have complex needs) will be routed to the call center.

It's not just about reducing wait times and queue abandonment; the best solutions will transfer conversations from the IVR-to-digital channels with full context. That way, customers don't have to waste time repeating information they've already given—removing frustration and accelerating resolutions.

2 Reduce your cost to serve

By seamlessly moving the right customers away from call center agents toward lower-cost digital channels, you'll reduce contact center costs and increase the return on your digital investments. (You'll also increase the service life and ROI of your IVR by connecting it to digital channels.)

What's more, by training callers to find information on the web, they're more likely to choose this option in the future, further reducing call volumes.

Intelligent IVR-to-digital solutions can also recognize high-value customers and route them to a live agent for white-glove service, while routing high-cost customers with transaction needs to digital to improve contact center profitability.

On average, a phone call with a live agent costs upwards of $6 compared to as low as $0.50 for digital engagements.

3 Empower your agents

As more calls are deflected from the contact center, agents become less stressed and have more time and energy to focus on high-value customers or customers with more complex needs.

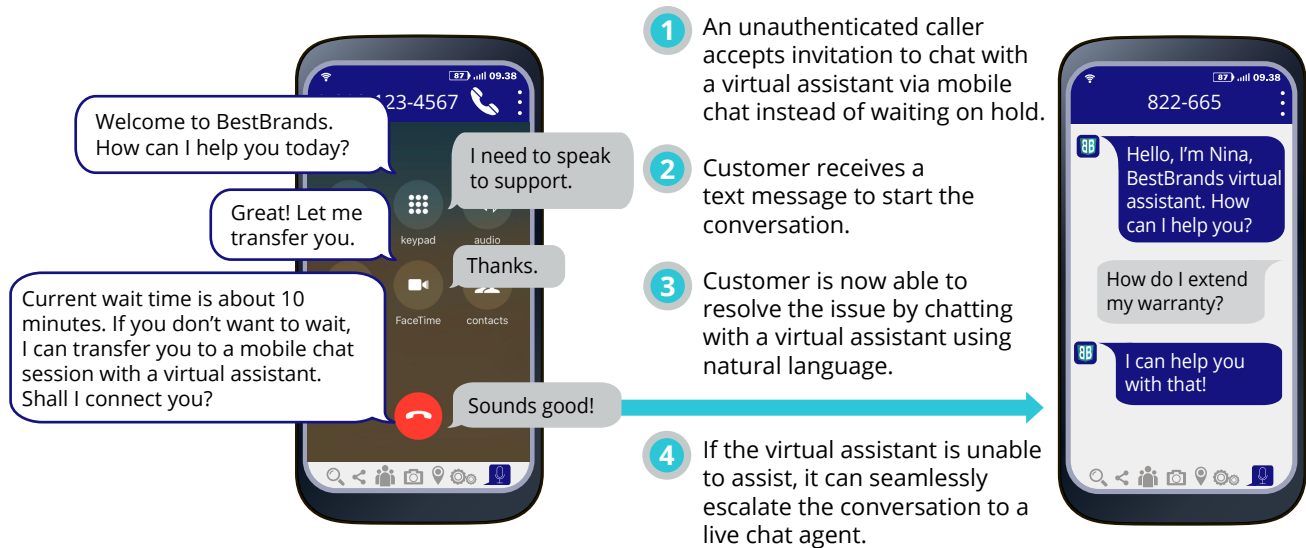Less stress for agents also means less turnover. That helps you save on recruitment and onboarding, but it also means you can assemble a platoon of experienced agents with the knowledge to reduce average handle times.

Happy agents are better at upselling—and customers are more receptive to those upsell offers—helping the contact center become a revenue generator, rather than just a cost of doing business.
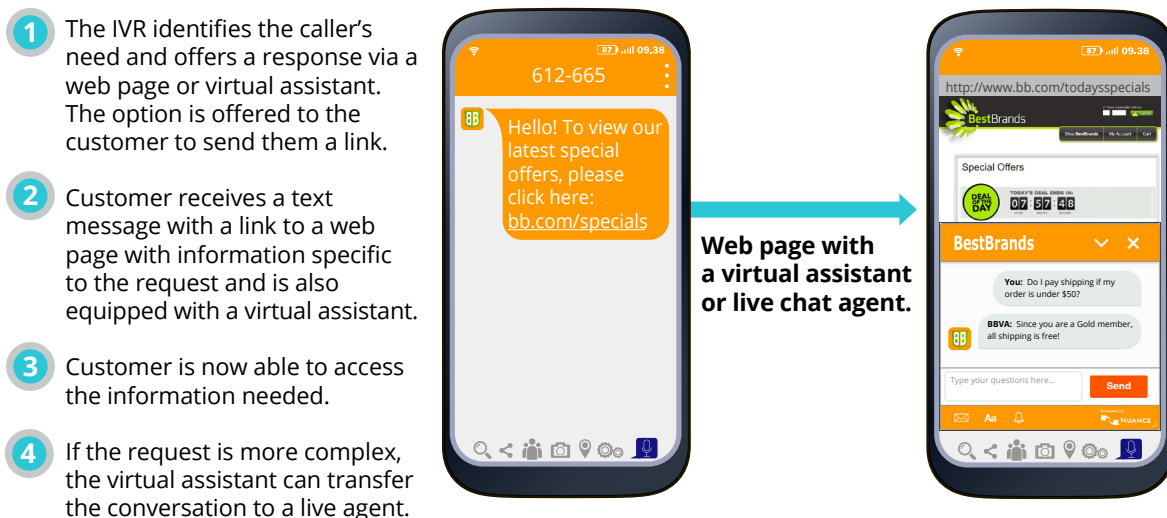
IVR-to-digital in action

Long hold times? Shift callers to a virtual assistant.

When hold times are longer than normal it may be useful to give callers an option to leave the IVR and have their question answered by a virtual assistant. Callers can engage a virtual assistant via text (SMS), the web, or within a mobile application. Natural language technology makes engaging the virtual assistant similar to talking to a human.

1 An unauthenticated caller accepts invitation to chat with a virtual assistant via mobile chat instead of waiting on hold.

2 Customer receives a text message to start the conversation.

3 Customer is now able to resolve the issue by chatting with a virtual assistant using natural language.

4 If the virtual assistant is unable to assist, it can seamlessly escalate the conversation to a live chat agent.

Welcome to BestBrands. How can I help you today?

I need to speak to support.

Great! Let me transfer you.

Thanks.

Current wait time is about 10 minutes. If you don't want to wait, I can transfer you to a mobile chat session with a virtual assistant. Shall I connect you?

Sounds good!

822-665

Hello, I'm Nina, BestBrands virtual assistant. How can I help you?

How do I extend my warranty?

I can help you with that!

Simple question? Help callers find the answer on a web page or with a virtual assistant.
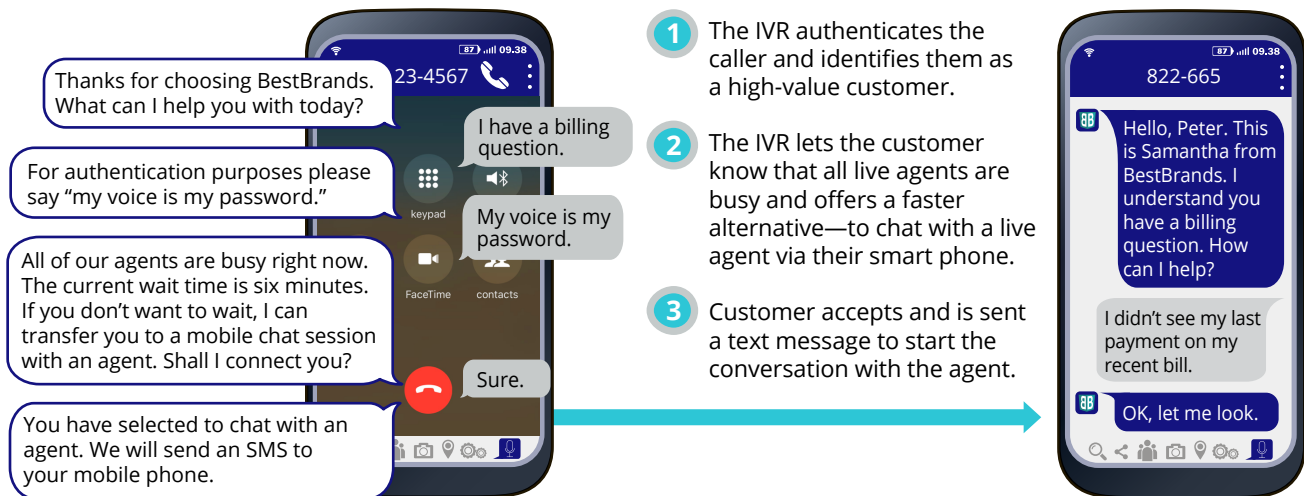
Many times, people call with a question that is simple to answer and may already be on your website. An IVR leveraging speech recognition can identify the topic and then offer callers a chance to be taken to a spot on the web with the answers. Callers save time and learn for the future. If an agent is needed to help solve a more complex issue, the agent can also use a co-browse function while communicating with the customer.

1 The IVR identifies the caller's need and offers a response via a web page or virtual assistant. The option is offered to the customer to send them a link.

2 Customer receives a text message with a link to a web page with information specific to the request and is also equipped with a virtual assistant.

3 Customer is now able to access the information needed.

4 If the request is more complex, the virtual assistant can transfer the conversation to a live agent.

612-665

Hello! To view our latest special offers, please click here: bb.com/specials

Web page with a virtual assistant or live chat agent.

http://www.bb.com/todaysspecials

BestBrands

Shop BestBrands   My Account   Cart

Special Offers

DEAL DAY

TODAY'S DEAL ENDS IN:

07 57 48

BestBrands

You: Do I pay shipping if my order is under $50?

BBVA: Since you are a Gold member, all shipping is free!

Type your questions here...

Send

Powered by NUANCE

IVR-to-digital in action

When callers need an agent but can't wait on hold? Connect them to live chat.

If hold times are long, shifting callers to a live chat agent gets them resolution faster. Live chat agents can handle more concurrent conversations than a phone agent, so wait time will be lower – and callers will still interact with a real person.

Thanks for choosing BestBrands. What can I help you with today?

For authentication purposes please say "my voice is my password."

All of our agents are busy right now. The current wait time is six minutes. If you don't want to wait, I can transfer you to a mobile chat session with an agent. Shall I connect you?

You have selected to chat with an agent. We will send an SMS to your mobile phone.

23-4567

keypad

I have a billing question.

My voice is my password.

FaceTime   contacts

Sure.

1 The IVR authenticates the caller and identifies them as a high-value customer.

2 The IVR lets the customer know that all live agents are busy and offers a faster alternative—to chat with a live agent via their smart phone.

3 Customer accepts and is sent a text message to start the conversation with the agent.

822-665

Hello, Peter. This is Samantha from BestBrands. I understand you have a billing question. How can I help?

I didn't see my last payment on my recent bill.

OK, let me look.

Show customers the way visually - and help them help themselves.

Allowing phone agents to share or co-browse a screen with callers and educate them on finding resolution to issues directly on the web teaches callers to solve issues directly, providing a better overall customer experience and reducing the need for future calls on the same issue.

1 The IVR identifies a very specific problem that the customer is trying to resolve, which can be easily resolved with a guide or video. The option is offered to the customer to send them a link.

2 Customer receives a text message with a link to start the engagement.

3 Customer is now able to resolve the issue after seeing the video or guide.

822-988

Hello! To view a video on resetting your cablebox, please click here: ltst.com/resetbox

Multimedia content

Automated guide

http://www.ltst.com/resetbox32987

To reset your cablebox, follow these simple steps.

One of the world's largest telecom providers shifted 10% of callers to chat in just the first 90 days of implementing a Nuance IVR to Digital solution. Once there, 79% of those customers got what they needed, and just 9% opted out of their chat session to transfer to a live agent.

Meet Nuance IVR to Digital

Nuance IVR to Digital makes your IVR work harder—and smarter— by shifting targeted callers seamlessly to digital channels, including live chat, messaging and virtual assistants.

With Nuance IVR to Digital, you can knock down the traditional silos that lead to disjointed customer experiences and take another important step on the road to intelligent omni-channel customer engagement.

Powerful features...

Call-targeting control: Stay in control of which calls are moved where, by creating rules for automated inbound call-routing.

Contextual transfer: Move callers between channels without losing contextual information, so customers get a seamless, effortless experience.

Permission-based: Give customers choice and control, only transferring to co-browsing or chat after they give permission, allowing customers to stay in the IVR if they prefer.

Support for all IVR platforms: Integrate IVR-to-digital easily with Nuance Conversational IVR or any other IVR system, so you can get more value from your existing IVR investments.

...and big benefits

Reduce contact center costs: Move selected customers to lower-cost channels, give agents the power to transfer calls to chat and train callers to use self-service tools in the future.

Improve customer satisfaction: Reduce hold times, accelerate resolutions and transfer interactions in context, so customers get the frustration-free experiences they want.

Optimize channel engagement: Deflect calls to the contact center, increase engagement with self-service channels and free agents to handle complex or high-value interactions.

Next steps

Want to see how IVR-to-digital can help you deliver seamless customer experiences while lowering your cost to serve?

Experience IVR-to-digital in action

See how to seamlessly move callers to digital channels for a better customer experience.

Watch explainer video

Watch demo

Meet Nuance IVR to Digital

Learn how we can help you knock down traditional silos for a true omni-channel experience.

View datasheet

Visit infohub

Don't make them wait

Follow the tale of two customers and how an IVR-to-digital solution resolves customer problems quickly at a lower cost.

View infographic

LEARN MORE
Check out our website to learn more or email us at CXexperts@nuance.com.

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