

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



For many contact centers, 2020 has 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 worldwide<sup>1</sup>

**25**

countries worldwide<sup>2</sup>

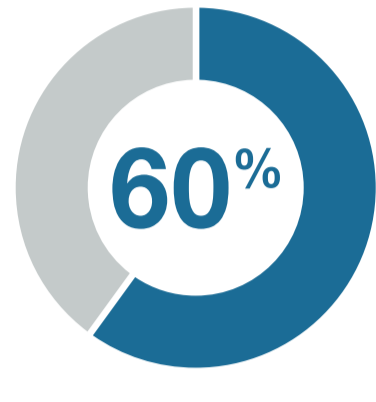
**12+**

industries represented

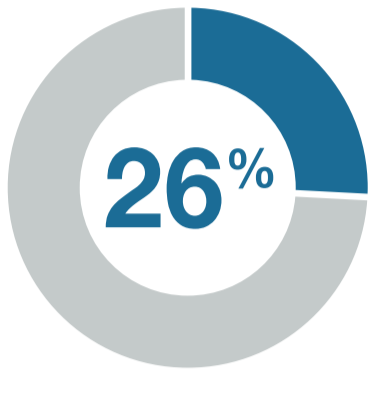
# Three:



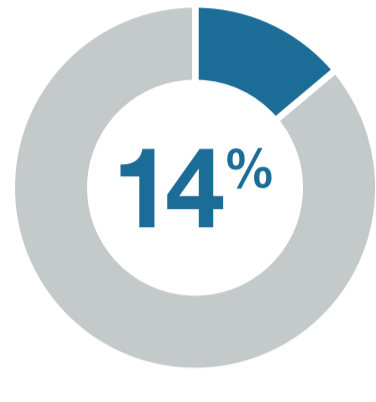
types of IVR deployed



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

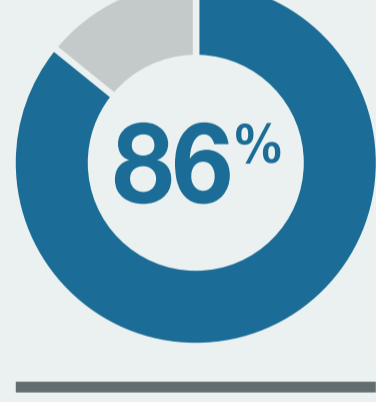
**Why this matters**  
Greeting customers by their name provides reassurance. Greeting them in the context of recent communications is even better.

## Improving security and the customer experience

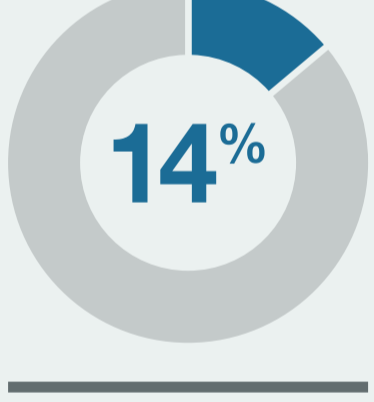
**47%**

of organizations offered authentication in their IVR

And of those organizations...



were relying on PINs and passwords (KBA)



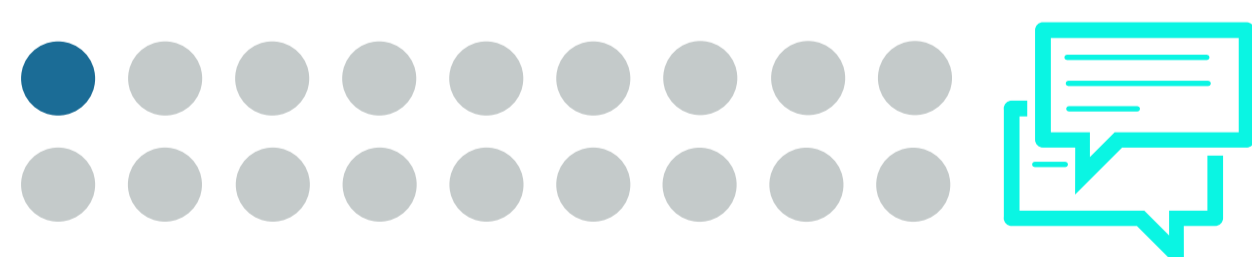
were using voice biometrics



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

## Moving customers to digital

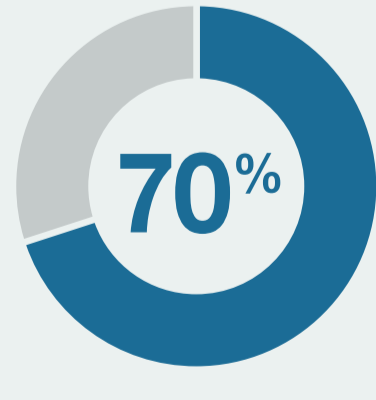
**1 in 18**



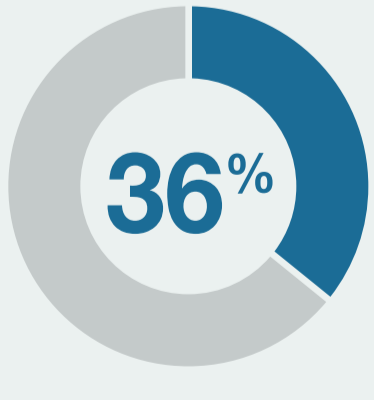
IVRs could **re-direct callers seamlessly** to digital channels

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

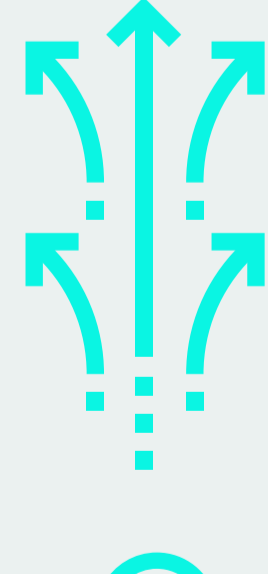
## Providing a flexible, scalable service



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](#)