

Top 10 “Must Haves” when Choosing Your IVR Partner

When your customers call your company, you—and they—want the experience to be easy, effective, and satisfying. An outdated IVR system feels like a barrier to getting assistance, making customers more likely to “zero out” to an agent. Automation is the key to streamlining calls and controlling costs without sacrificing satisfaction. To transform your most valuable channel for the modern era, partner with a vendor who understands how to deliver the natural, conversational voice experience your customers expect.

Look for a provider with the following qualities and components.

1. Cloud-based platform

A cloud-based system enables you to scale easily up and down and stay up to date with the latest technology without changing your infrastructure. An IVR system built on legacy infrastructure and rigid hardware simply cannot keep up with changing customer needs and expectations. Long update and rollout cycles for new features limit your ability to iterate conversations, improve outcomes, and provide the level of service today’s customers demand.

2. AI-powered conversational IVR expertise

Increasing automation is vital to modernizing your IVR experience. With AI technology evolving faster than ever, look for a proven vendor you can count on to stay ahead of the curve. To go beyond basic answer trees and support two-way conversations that feel natural and achieve results, partner with a provider tuned to the latest AI advances including natural language processing, deep neural networks, speech recognition software, neural-based natural speech synthesis, and predictive analytics.

3. Omnichannel approach for a singular CX

It’s important your customers have a seamless experience—wherever and however they choose to connect. A modern IVR system uses the same business logic to automate conversations across all your channels and connects both virtual and live agents to the same tools and information. This ensures a consistent brand and customer experience and lets users move across channels without having to start over; for example, IVR customers can move to a digital channel or escalate to an agent to complete their transaction. A single point of control also makes it easier to optimize cross-channel interactions, increasing CSAT and efficiency.

4. Modern IVR system

A sophisticated system provides a number of benefits that legacy vendors just can't match. This includes built-in fraud prevention that protects your callers and your contact center with real-time verification and easier authentication using advanced technology such as voice biometrics. A web-aware IVR predicts what a caller is trying to do and personalizes the conversation to help them get it done faster. And adding a visual element to voice calls enriches conversations and simplifies complex intents—push interactive digital content to the caller's smartphone screen or another connected device without interrupting the call.

5. Build once, deploy anywhere

Save significant time, effort, and operating costs by choosing a platform with a common business logic across voice and digital channels. Build your conversational models once and easily deploy them everywhere—no need to create new content for each point of contact. Plus, you easily add new channels and platforms as customer preferences change, extending the value of your investment even further. Accelerate time to market while creating the consistency needed to build and maintain a strong brand voice.

6. Out-of-the-box vertical intents

Delivering efficient and exceptional customer experiences begins with understanding customer intents—and you don't want to start from scratch. Prebuilt intent models based on millions of industry-specific conversations support day-zero bot deployment for your unique needs. This includes natural language models to enhance self-service, expedite resolution, and reduce average handle times. A vendor familiar with your industry helps you increase the accuracy of intents and resolve issues faster. Intuitive AI tools enable you to keep tuning intents and models to continually improve performance—no need to call in the experts.

7. Easy access to insights

To improve CX and enhance workflows, you need a vendor that collects complex data from your campaigns and makes it easy for you to understand what's working and what isn't, and a platform that provides comprehensive, out-of-the-box, interactive, visual dashboards for interaction performance across voice and digital channels. Detailed metrics show you insights so you adjust your communications to deliver exactly what they need.

8. Support when you need it

Sometimes SaaS platform vendors require developers to leverage integration capabilities or advanced functions. Make sure the vendor you choose provides the kind of any-level, anytime, dedicated support you need to ensure you're delivering top-quality experiences. Choose a partner with proven expertise, experience, and best practices, especially for complex use cases and conversational design.

9. Real-world success

Don't take a vendor at their word—before you commit, ask to see examples of actual customer success metrics so you know it can deliver on its promises.

10. Experience is everything

Technology expertise is great, but it's not enough. Choose a partner with operational experience implementing a modern IVR as part of overall customer service strategy. This includes reimagining your contact center to work alongside AI models and optimize every interaction. Look for a partner that understands the needs of agents and customers as well as the technology. An experienced vendor offers advantages at every level—reliability, quality, back-end assistance, and access.

Take the Next Step

To start modernizing your IVR today, email us at info@247.ai or visit our [Contact Us page](#).

Contact us

www.247.ai

info@247.ai

United States +1-855-692-9247

Canada +1-866-273-1195

United Kingdom +44 0 207 836 9203

Australia +61 2 90025780

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