

5 Benefits of Using IVR Systems

Linking Customer Satisfaction to Utilizing an Effective IVR System

Interactive voice response (IVR) systems and customer satisfaction are tied together. If your IVR is outdated, tedious to use or confusing, customer satisfaction goes down which affects your brand and reputation. You can control this by periodically auditing your system and looking to new technologies to modernize your business processes.

In an omnichannel business world, customers want to communicate with your company through phone, live chat, online forms and other types of communication. According to [research completed by Salesforce](#), "74% of customers have used multiple channels to start and complete a transaction."

Maintaining and upgrading an efficient, optimized IVR is a critical component of your voice channel, overall customer service and customer retention strategies.

Here are few of the benefits that IVR can provide to an organization:

- 1 IVR Improves Operational Effectiveness**
IVR routes callers to the right person or place quickly and effortlessly. It also automates many tasks, which reduces live agent call volumes. This frees up the agents to provide higher touch service in more complex call situations.
- 2 IVR Helps Callers Find Information Quickly**
Speech recognition with natural language processing (NLP) and intelligent call routing enable callers to simply say what they want to get to the right resource. They don't have to navigate through menus and prompts or search through a website to find the right phone number or email.
- 3 IVR is Always Available**
An internet connection to get things done with IVR system. It is available at any time (24/7) and any place for customers to gain access to information and services.
- 4 IVR Extends Beyond the Call Center**
Cloud IVR platforms make it easy to connect your IVR system to other communications channels. This allows you to extend your voice channel into other customer service areas.
- 5 IVR Saves Money**
The cost of live agents handling routine, repetitive tasks over the phone ranges between \$2.70 - \$5.60 per call. Automating those calls with an IVR system reduces operational costs significantly.



According to Forrester, about 79% of customers would rather self-serve than use human-assisted support channels.

Transform Your Voice with Plum



Deliver clear voice communications

Reduce caller frustration by making sure your IVR system always understands them and vice versa. Plum's platforms offer best-in-class automatic speech recognition (ASR) and text-to-speech (TTS) engines. Add in SMS messaging for even more transparent communications.



Minimize security risks

Whether you deal with sensitive financial or healthcare data, or you simply want to respect and protect the privacy of your customers, our platform and tools are available in a secure environment. Plum offers a robust security portfolio that includes PCI-DSS, HIPAA and SOC2 certifications.



Accelerate development

Reduce your development cycles from months (with legacy systems) to days. Plum Fuse is the fastest, easiest way to quickly develop and deploy IVR and voice applications. Choose from a library of pre-built apps and modify them to fit your needs.



Visualize your data

When it comes to IVR, 'set it and forget it' leads to negative customer experiences. VoiceTrends is an analytics tool that is built into to Plum Fuse and Plum DEV. It provides actionable data so you can understand how your voice application performs and how to optimize and improve it.



Embrace reliability

Rest easy knowing that we designed and optimized our custom, purpose-built cloud environment specifically for voice applications. Utilizing only tier one infrastructure, Plum Voice handles millions of calls each day and can scale to need.

Before deploying Plum Voice, fewer than 5% of surveyed organizations had containment rates better than 50%. After deployment of Plum Voice, more than 75% of those same surveyed organizations had containment rates of better than 50%. (TechValidate)

Security & Compliance



HIPAA
COMPLIANT



Contact us to learn more about IVR and what it can do for your business.



Voice Automation Solutions

131 Varick Street, 9th Floor | New York, NY 10013

1.800.995.7586 | sales@plumvoice.com | plumvoice.com

© 2022 The Plum Group, Inc. All rights reserved.
v2022.1