Achieve key metrics with a Conversational IVR.

A natural, intuitive self-service IVR that customers will actually use – and prefer.

Changing role of the IVR
Consumers demand faster, simpler ways to engage with companies and resolve issues. Digital platforms like Web and mobile, which make it easy to self-serve, continue to raise their expectations. Despite these changes, call volumes remain steady as the IVR becomes the escalation channel for more complex issues – putting greater pressure on agents and contact center costs. Older touch-tone and directed dialog-based IVRs with complicated menu trees don't meet the needs of today's savvy consumers. It's time to adapt to this new reality and strike a balance between meeting growing customer expectations and reducing operational costs.

Introducing Conversational IVR
Nuance Conversational IVR increases automation success by enabling human-like interactions that allow individuals to self-serve and successfully resolve issues within the IVR. To deliver an intuitive service experience, a Conversational IVR anticipates the caller's needs and enables them to interact with the system naturally—in their own words—for an intelligent, personalized experience that feels like they are speaking with a live agent.

Improve automation metrics
Increasing automation success is a top priority for today's contact centers. By implementing a conversational IVR you can improve performance across key metrics including misroutes, containment, and automation success rates.

– **Advanced speech recognition and NLU** allow callers to speak naturally in their own words to better capture intent and increase self-service utilization.
– **Call steering** directs callers to the right place the first time—without forcing them to navigate long, complicated menu trees – to improve IVR usage and reduce opt-outs to live agents.
– **Smart, human-like dialog engines** automatically ask questions to determine caller needs, improving accuracy, call containment, and customer engagement.

Reduce contact center costs
Because agents represent the largest percentage of contact center costs, organizations are always looking for ways to control and optimize that expense. Conversational IVR improves metrics such as cost per transaction and average handle time through better call resolution and deflection.

Conversational IVR – why it's important

A Conversational IVR can deliver a superior self-service experience that:
– Personalizes the conversation
– Anticipates what customers want
– Delivers increased automation rates and efficiencies
– Offers human-assisted recognition when needed
– Leverages visual interfaces to aid understanding
– Sends proactive alerts and reminders
– Provides seamless cross-channel consistency
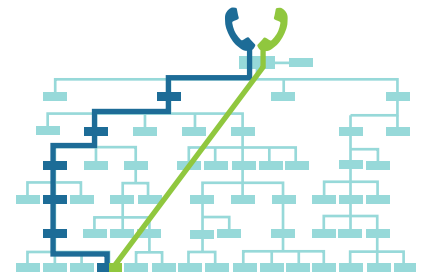
Conversational IVR:
"I want to move $100 from my savings to my checking account."

Older touch-tone and directed dialog-based IVRs:
"Say checking or press 1, say credit cards or press 2..."

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– **Faster caller identification:** Automatic number identification (ANI) eliminates traditional prompts for caller identification ("please say or type the number associated with this account") to shorten overall handle time and reduce time agents spend validating callers.

– **Predict and anticipate caller needs**: - Combining ANI matching with existing customer data helps identify callers, anticipate their needs and proactively address issues for reduced time to completion and live agent intervention.

– **Intelligent call routing:** Integration between inbound and outbound systems provides interaction context and history, reducing the need to repeat information and speeding resolution.

Boost customer satisfaction
In today's digital world, consumers expect great service across all channels. If they're not completely satisfied, they won't hesitate to take their business elsewhere or share their bad experiences on social media. Relying on an outdated touch-tone or directed dialog IVR leaves your organization exposed—especially since your overall customer experience is only as strong as your weakest channel. By taking steps to ensure that your IVR delivers fast, efficient service with less effort, you can minimize customer churn and strengthen brand loyalty.

A Conversational IVR lets you achieve higher customer satisfaction and create a positively differentiated brand perception through:

– **Intuitive caller engagement:** NLU enhances and simplifies the self-service experience and accelerates resolution.

– **Enhanced self-service automation:** Advanced, intelligent IVR technologies improve the self-service experience by simplifying complex tasks and minimizing interaction time and effort.

– **Personalized experiences:** Create individually customized greetings with unique voices to delight each customer.

Core components of a Conversational IVR
Use these foundational technologies to enable human-like interactions through self-service:
– Automated Speech Recognition
– Text-to-Speech
– Natural Language Understanding (NLU)
– Call Steering
– Conversation/Dialog Engine

Companion solutions
Based on your self-service strategy and security requirements, adding these companion solutions can further streamline and improve the caller experience while increasing automation rates:
– Automation Assist
– Visual IVR
– Proactive Engagement
– Voice Biometrics

About Nuance Communications, Inc.
Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit nuance.com.

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