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

For many contact centers, 2020 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

worldwide1

countries

worldwide<sup>2</sup>

Industries

represented

# Three types of IVR deployed:



multi-frequency) 1. Data submitted by organizations between 2018 and late 2019 2. Excluding China and Japan





(natural language)

CUSTOMER RECOGNITION

## 1 in 3

Organizations could not identify incoming callers

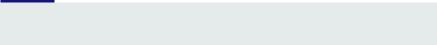


when you know who's calling and why.

lust 1 in 4 • •

IVRs could greet callers by their name





Why this matters

11%



Respond to customers needs faster and more effectively

intent and personalize IVR menus

PERSONALIZATION

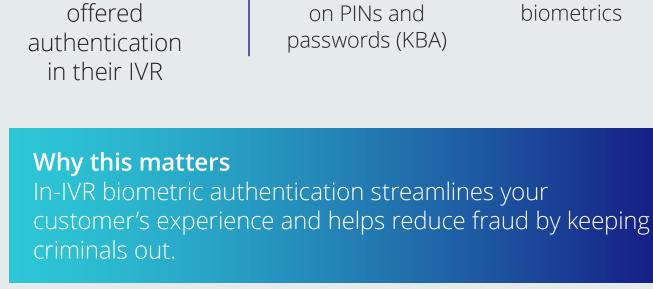
## Had some integration with **proactive** comms Why this matters

is even better.

IMPROVING SECURITY AND THE CUSTOMER EXPERIENCE

Greeting customers by their name provides reassurance.

Greeting them in the context of recent communications



of organizations

passwords (KBA)

And of those organizations...

IVRs could re-direct callers seamlessly to digital channels

When wait times are high, it's important to offer callers an

were relying

on PINs and



were using voice

biometrics

Why this matters

alternative, faster experience on digital channels. PROVIDING A FLEXIBLE, SCALABLE SERVICE

MOVING CUSTOMERS TO DIGITAL

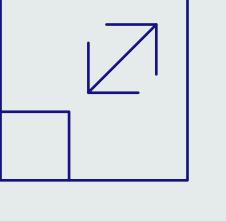
of IVRs required

callers to use

closed menus and

follow set paths

When disruption occurs, contact centers must be able to



were either cloud or hybrid cloud deployments

## Why this matters

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