

The 5 Biggest IVR Automation Benefits

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 If your IVR is outdated, tedious to use or confusing, customer satisfaction goes down which affects your brand and reputation.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.



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

Here are a 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

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3

IVR is always available

There's no need for a super-fast broadband 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 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.

Sharpen your voice with AI automation

→ Deliver clear voice communications

Reduce frustration by making sure your IVR always understands your callers and vice versa. Sharpen provides AI-powered automatic speech recognition (ASR) and text-to-speech (TTS) engines. Add digital channels for more integrated customer communications.

→ Accelerate development

Reduce your development cycles from months (with legacy systems) to days. Using Sharpen self-service automation has 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.

→ Embrace reliability

Many take platform reliability and data security for granted—until it's compromised. Keep your interactions smooth and your data safe, secure, and readily available with Sharpen. We provide 24/7 monitoring and a five 9's availability SLA.

→ 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. Sharpen offers a robust security portfolio that includes PCI-DSS, HIPAA and SOC2 certifications.

→ Conversation AI

Say goodbye to robotic IVR systems and hello to Sharpen Conversational AI. Thanks to the wonders of artificial intelligence (AI) and natural language processing (NLP), our system understands more than basic commands—it even gets context and emotion.

Before deploying Sharpen, fewer than 5% of surveyed organizations had containment rates better than 50%. After deployment of Sharpen, more than 75% of those same surveyed organizations had containment rates of better than 50%.



As your partner in performance, productivity, and empowerment, Sharpen delivers better outcomes: better outcomes for customers, agents, and your business. Our contact center platform is intentionally designed and masterfully engineered for a seamless, intuitive experience across the board for a CX difference you can see—and feel.



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