10 POINTS OF FAILURE IN AN IVR THAT AFFECT THE CUSTOMER EXPERIENCE.



According to recent studies, 94% of users have experienced frustration when using an IVR service to communicate.

52% have been forced to **repeat the instructions several times** and **49%** have had to **wait a long time** to be communicated with an agent.

46% express that they **listen to unnecessary messages** on the IVR and **45% have been disconnected** from the service.

47% could not pass the IVR to be connected **with an agent.**

However, **when an IVR works well,** customers are inclined to use it on a daily basis as their **first choice of service**.

The same survey shows that **2 out of 3 people would preferentially use the IVR if it worked well** and **76% would prefer to have a service without human intervention** if it were efficient.

IN OUR EXPERIENCE, THESE ARE **THE 10 MOST COMMON FAILURE POINTS** AN IVR INCURS **THAT AFFECT THE CUSTOMER EXPERIENCE:**

1. The most common of them and probably the most annoying **is having to repeat an account number to an agent when the IVR has already been entered through the keyboard or voice**.
2. **That there is no clear option to obtain help** when none of the existing options corresponds to what I want to do. This is usually very frustrating and all users try to dial 0 to be transferred to an operator.
3. Choose the option to be transferred to an operator and wait for a **long time without a waiting message**. Doubly frustrating, as the customer struggled to be transferred to an agent and upon successful transfer actually enters a queue or is simply quietly abandoned.
4. **That the call be cut without any explanation** or with a simple "See you later".
5. The **cut of the call at the moment of being transferred** to an agent.
6. When choosing a menu, having to wait in **long silences**.
7. **Incomplete or unreadable menu messages** due to cuts at the beginning or end of sentences.
8. When there is a **Call Back, mail or SMS menu, and it is not received**.
9. That a **self-service menu** for balances, cut-off date, amount, etc., **takes a long time or does not provide information.**
10. That there are **options in the self-service menu that do not lead to anything.**

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THESE ARE OUR 10 RECOMMENDATIONS TO IMPROVE THE PERFORMANCE OF AN IVR:

1

Put the customer first.
Sounds easy, right? But you'd be surprised how many IVRs have been designed to save the company time or resources and not to serve the customer.

2

Make sure messages are short and clear.
No one wants to be bombarded with information when you just want to solve your problem. Keep the tree as short as possible and offer an outlet to speak to an agent.



3

Offer a clear way to talk to a representative or explain the alternate means of assistance in case you don't find answers in the IVR. There is nothing more frustrating than not being able to speak to a representative after navigating through an endless menu or trying every option.

4

Share the information generated by the IVR.
In the event that the call is transferred to an agent, transfer the customer's information to the agent so that the service can be handled correctly. **TELNORM** has the experience to interconnect these systems.

5

Always offer a Call Back option.
This will keep the quality of the service high even when there is saturation of users. In case the customer decides to continue waiting, always announce the average waiting time. For this, **TELNORM** offers different solutions.

6

Always provide the option to repeat the options menu.
Don't forget that we don't all listen in the same way.

7

Choose the right voice and language to represent your brand.
Avoid playing boring music, and offer to change messages as the wait time gets longer.

8

Manage and measure your IVR.
Align and measure the IVR according to the objectives of the Call Center and the organization. If you measure IVR performance you will find out what is working and what is not. The **Visual Verify Discovery** tool is very helpful and provides this functionality.

9

Audit your IVR regularly.
Make sure that the original design has not been altered, that the menus work correctly and the interfaces to other systems are working correctly. One or more reviews a year help keep the IVR in shape. The **Visual Verify Assessments** tool is ideal for this purpose.

10

InIntegrate your IVR with WorkFlow.
At **TELNORM** we can help you establish the correct workflows and processes.

Visual VERIFY by TELNORM

24/7

Visual Verify is the ideal high-tech tool in the Cloud that verifies the operation of the IVR in all its aspects, increasing customer satisfaction, reducing failures and saving costs due to inefficiencies or downtime.

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