

## The Reality of Interactive Voice Response (IVR) Systems

Contact just about any company these days, and you are typically greeted by some type of self-service interactive voice response (IVR) system that asks you to listen to a labyrinth of menu options and respond by pressing a number on your telephone keypad or speaking in your natural voice. All of this occurs before you are able to speak to a service agent, and by then, you may have hung up.

Most callers consider **IVR systems a "serious pain."** A recent Purdue University study revealed that 92 percent of US consumers form their image of a company based on their experience using the company's call center. More strikingly, the study found that 63 percent of consumers stop using a company's products based on a negative call center experience. That number rises to 100 percent for consumers between ages 18 and 25.

### *The call center experience starts with the IVR...*

According to Boston-based consultancy Yankee Group, "If self-service is not done right, the results can be worse than not doing it at all. Failure can result in increased call volumes, dissatisfied customers and defections." Poor application design can also increase agent turnover, as customers take out their frustrations on harried agents.

## Ease the Pain – "One Picture is Worth a Thousand Words"



With a ChoiceView true Visual IVR, your customers can both hear and see information transmitted by your IVR system. With the ChoiceView App on their mobile device or browser, callers **instantly see the menu options** instead of listening to long sequential lists. They quickly navigate the phone tree submenus by tapping selections from a ChoiceView **visual menu sent by your IVR**. They **see the visual responses** instead of only hearing lengthy, audible messages. To show what they're calling about, callers **send photos**, video clips, forms, and text to the IVR. More calls are efficiently completed at the IVR without live agents.

**Visual information increases understanding by 600 percent or more (Brain Rules).**

A Yankee Research study found that **87 percent** of respondents prefer to use a Visual IVR to complete their request faster and to seamlessly transfer to an agent if needed without repeating their information. Also, **78 percent** stated that Visual IVRs would improve their opinion of the organizations and/or they would choose to do business with them more often.

## Competitive Leap in IVR Technology

ChoiceView allows you to **offer innovative ways to interact with your callers** while decreasing your call processing expenses and improving the overall customer experience. The ChoiceView API for Visual IVRs allows existing and new IVR systems from many vendors to be transformed, with script changes only, into efficient, true Visual IVRs. ChoiceView is a giant leap forward in comparison to the standard IVR interface of voice prompts and touchtone/DTMF (dual tone multi frequency entry).

## More Completed Transactions in Less Time, Less Cost

ChoiceView-enabled IVRs **increase caller productivity** by decreasing transaction time and abandonment rates. Callers see and hear information simultaneously. They find ChoiceView easy to use, allowing them to be more efficient, obtain information quickly and accurately, make better selections and enhance their experience with your organization. Your organization, in turn, reduces operating costs, retains more customers, and increases profits.

## Get ChoiceView IVR Capabilities NOW!

- See the demo video and request the free ChoiceView API for Visual IVRs at [www.RadishSystems.com](http://www.RadishSystems.com).
- Learn more at [www.TrueVisualivr.com](http://www.TrueVisualivr.com)
- Outsource your IVR needs to run on Radish's or another ChoiceView Alliance member's hosted IVR.
- Hire Radish's or another ChoiceView Alliance member's professional services to transform your IVR.



ChoiceView™

# ChoiceView Visual IVR for Two-Way Visual Calls

## Provide Better Product Support

Remembering which option to select can be difficult when presented with a long, sequential list of voice-only options. With ChoiceView, all options are seen visually—they're delivered instantly to a mobile device or browser. For example, a caller contacts his ChoiceView-enabled PC supply company about the status of his PC repair. The caller [1] sees a visual menu of the options and quickly taps the *Check Repair Status* option and [2] is presented with another screen to enter his repair ticket number. He immediately [3] receives the status information and understands when his PC will be returned. He saves this visual information by tapping '+' on the ChoiceView screen and later reviews it by pressing 'History.' The entire ChoiceView transaction takes half the typical call time and the caller is pleased with the efficient service.



Key Features	Significant Benefits
<b>Visual Communication.</b> Visual menus that show all of the selections simultaneously replace extensive phone trees that require voice or touchtone responses. Response information is also provided visually. Caller can save this visual information for review at a later time.	<b>Saves time. Eliminates the need for hand-written notes.</b> Information you could not receive during a typical phone call is now delivered real time with ChoiceView. <b>Increases caller satisfaction.</b> Caller frustration is minimized. <b>Reduces telephone costs.</b> Voice-only information is reduced substantially.
<b>Navigation with Tappable Menus.</b> Callers tap menu and submenu options instead of listening to lengthy voice-only menus. Allows caller to tap or enter the appropriate response from the mobile device.	<b>Reduces caller frustration and possible defection.</b> Eliminates lengthy voice-only menus. Callers tap on visual menus instead of touchtone or speech recognition. <b>Increases IVR throughput</b> by reducing call duration.
<b>Seamless transfer from IVR to a ChoiceView-enabled customer service representative.</b> Call continues with voice and visual sharing of information. Integrates with existing ACD and contact center systems.	<b>Transfers voice/data together.</b> Gives caller more personalized experience and quicker transaction. Agent frustration is reduced when engaging with a happy and satisfied customer. <b>Reduces agent turnover.</b>
<b>Transfer of caller to website browsing.</b> Many IVR systems refer callers to a website as part of the menu. With ChoiceView, the IVR delivers the web page itself. The call can be terminated at that point if desired.	<b>Reduces call duration.</b> Caller hand written mistakes are eliminated when provided an accurate link for direct connection with the mobile device. <b>Eliminates voice-only instructions and caller note-taking.</b>
<b>Seamlessly works with existing IVRs having web services interface.</b> Requires no new hardware. Existing IVR scripts are updated to include ChoiceView elements. ChoiceView infrastructure handles processing details.	<b>No incremental hardware expenses.</b> Companies can retrofit their existing IVRs in a straightforward, software-only approach. Alternatively, ports are available for outsource on Radish's and partners' ChoiceView IVR network.
<b>Data, Photo, and Video Send.</b> Callers enter alphanumeric data from their mobile device as input to the IVR. The IVR doesn't have to interpret characters input from the telephone keypad or use speech recognition. Callers send text, screenshots, photos, and video clips to IVR.	<b>Reduces caller frustration. Increases caller retention.</b> Callers don't have to repeat speech recognition requests that get misunderstood. Callers can enter information once and receive timely visual responses. Transaction processing can be completed with IVR alone or shortened with live agent.

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