

UTILITY USE CASE: Increase Self-Service

"A picture is worth a thousand words."

CHALLENGE: Nationally, utility companies spend \$millions of dollars answering phone calls with live representatives because customers can't or simply won't use the voice-only IVRs (interactive voice response) systems.

SOLUTION: Gas, electric, cable, water and other utilities can increase customer self-service by adding easy-to-use, instant visuals to their IVRs. With visuals, customers immediately SEE and quickly navigate the menus options on their smartphones, SEE and easily complete forms (no tricky alpha-numeric inputs), SEE and HEAR messages, and SEE and save visuals such as Confirmations and Receipts.

BENEFITS: With the ChoiceView Visual IVR, utility companies can decrease transfers to live reps and decrease the call times while improving customer experiences and satisfaction.

ChoiceView[®] Visual IVR Use Case: Service Changes

ChoiceView[®]

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- **Customer calls electric company. 1.** She sees and hears automated options via Visual IVR and selects "Change Billing Address."
- **2**. Customer receives form, easily enters requested information, and submits.

3. Customer receives Confirmation and saves it to her smartphone.

4. RESULT: Call easily completed in IVR any time of the day, without live rep. Clear, simple forms allow accurate inputs that are saved to company databases. Customer is happy to self-serve and is reassured with saved confirmation.

Benefits to Customers and Companies

- Secure, encrypted
- Immediate 24/7 selfservice
- Call containment in IVR, saves time and money
- Easy-to-understand visual information
- Easy-to-complete forms, even with alpha numeric inputs
- Selection of preferred language
- Information saved for future reference



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