

NICE IVR

JOURNEY ANALYTICS

LEAD YOUR CUSTOMERS THROUGH THE IVR MAZE



CUSTOMERS INTERACT WITH YOUR ORGANIZATION VIA MULTIPLE CHANNELS

5.8



CHANNELS to interact with the organization (on average)

And still IVR accounts for of all contact center traffic **73%**



BUT
IVR is the most **DISLIKED** channel by customers

And **60%** prefer to bypass IVR and speak with an associate

It's frustrating
Self-service is not always easy



It lacks context
Ignores customer events prior to reaching the IVR



It's not personal
Offers a generic customer experience



SO, HOW CAN YOU IMPROVE THE CUSTOMER EXPERIENCE USING THE IVR?

Offer a **consistent experience** using IVR and other channels

Relate to **past customer actions** across the multi-channel journey

Customize the IVR experience according to **customer needs**

SHAPE THE COMPLETE IVR EXPERIENCE FOR EVERY CUSTOMER JOURNEY

Before IVR

IVR interaction

After IVR



Visualize the steps that led to calling the contact center



Investigate IVR complexity to identify flows, bottlenecks and drop-offs



Analyze the reasons for deflection to optimize the IVR experience accordingly

NICE IVR JOURNEY ANALYTICS

IDENTIFY

the main opportunities and trends in IVR flows to increase containment

VISUALIZE

the customer journey to and through the IVR channel

Recommend

opportunities automatically to improve the IVR experience