

NICE IVR Optimization

Lead Your Customers Through The IVR Maze

Customers Interact With Your Organization Via Multiple Channels



5.8 Channels (on average) to interact with the organization



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

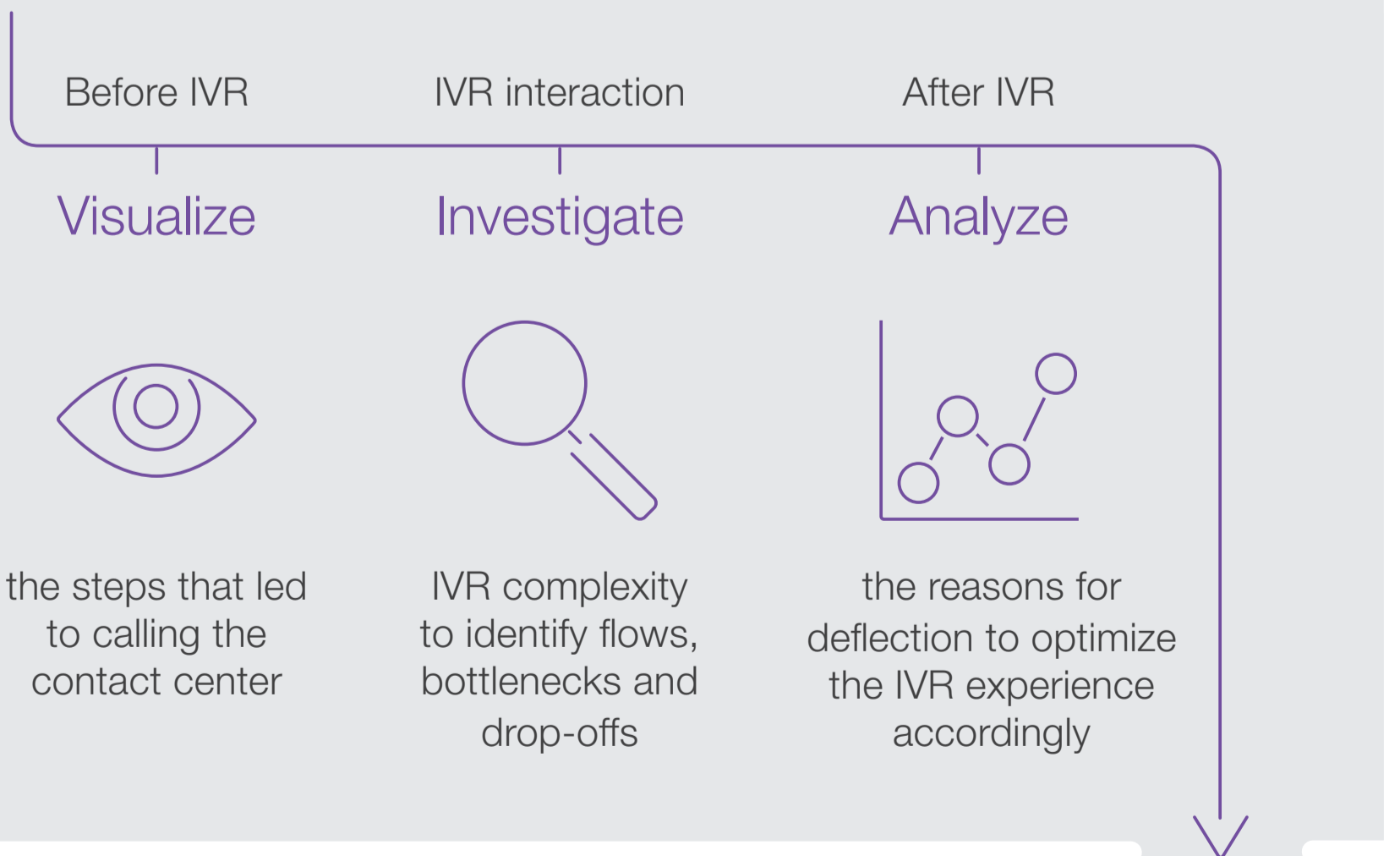


Relate to **past customer actions** across the multi-channel journey



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

Shape The Complete IVR Experience For Every Customer Journey



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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