

# ACC Telecom

## Interactive Voice Response

Today's consumers expect near-instantaneous access to information, quicker and more accurate self-service options, and more efficient interactions with human agents than ever before. Organizations that have a vested interest in engaging with their customers can struggle to meet those expectations without having the right technologies in place.



## What is IVR?

IVR stands for Interactive Voice Response. It enables a caller to use their touch-tone phone to interact with your database and obtain information on demand using a phone-based, self-service application. The versatile IVR platform is built to provide your organization with access to cloud-based applications that can integrate with any PBX and database to offer real-time interaction for simple or complex customer inquiries.

### With IVR you'll get a platform that:

- Collects relevant information that can be passed to Contact Center, so the call can be routed to the proper agent through skill-based routing; Improve Experience
- Streamlines the process of gathering and delivering information to your customers without tying up agent resources; Improve Productivity
- Reduces the number of agent transfers and interactions per call and shortens the time to call closure; Reduce Operational Cost
- Saves time and money through automated interactions and broadcasts, lower agent utilization, and increased productivity; Self Service

- Makes your organization more efficient and effective at customer engagement by eliminating duplicative information collection

### You'll be able to leverage powerful features and benefits including:

- Custom call flows
- Database and CRM integration
- Speech to text & text to speech
- Survey options
- Agent screen pops
- Large-scale, automated voice and SMS broadcast abilities for appointment reminders and announcements

## How does IVR work?

Our IVR solution uses a SIP trunk to connect from the cloud to any PBX or PSTN connection that supports SIP trunking and can integrate into any database platform that supports web services style API (Application Programming Interface).

Our IVR platform allows your callers to navigate through a call flow application using their phone where the system will speak back the account info from the database and offer the option to connect to an agent.

An IVR system may also be combined with screen pop applications to allow data collected from the call flow and database interaction to be displayed on your agent's desktop. This shows who the call is from and prevents repeat information collection, creating a more pleasant caller experience and reducing call length.

## Outbound IVR & Broadcasting

Electronic Broadcast Services (EBS) is 'outbound' IVR and allows you to broadcast voice/text messages via campaigns to call group lists that are uploaded to the IVR platform.

### Electronic Broadcast Services (EBS) Examples:

- Appointment Reminders
- Collection Services
- Public Service Broadcasts
- Billing & Payment Due notice - Agentless
- Utility & Public Works Notifications

## Who can use IVR?

Our IVR solution helps your organization to increase inbound and outbound customer engagement and create automated, self-service applications. It also allows your organization to deploy those applications via the cloud or by connecting to your own PBX system. It reduces call traffic to your agents, offers 24/7 operations without human interaction, and provides the ability to broadcast voice or text messages to a group list automatically.

## What is TTS (Text to Speech)?

TTS (Text to Speech) uses a computer voice instead of a recorded prompt. TTS should only be used for prompts that are variable in nature (i.e. names, addresses, etc.). Normal prompts including dates, times, money, etc. should be recorded by a human to create a better caller experience.

## Inbound IVR - Self Service or Informational

Inbound IVR can elevate your customer service to new levels of efficiency with 24/7 self-serve options, automatic account validation, and representative-free payment processing options. Examples include:

- Self Service Payments (fees, parking fines, etc.)
- Community Surveys
- Hours of Operation
- New Products and Services
- Account Validations
- Shipment Status

