Empowering IVR with Real-time analytics

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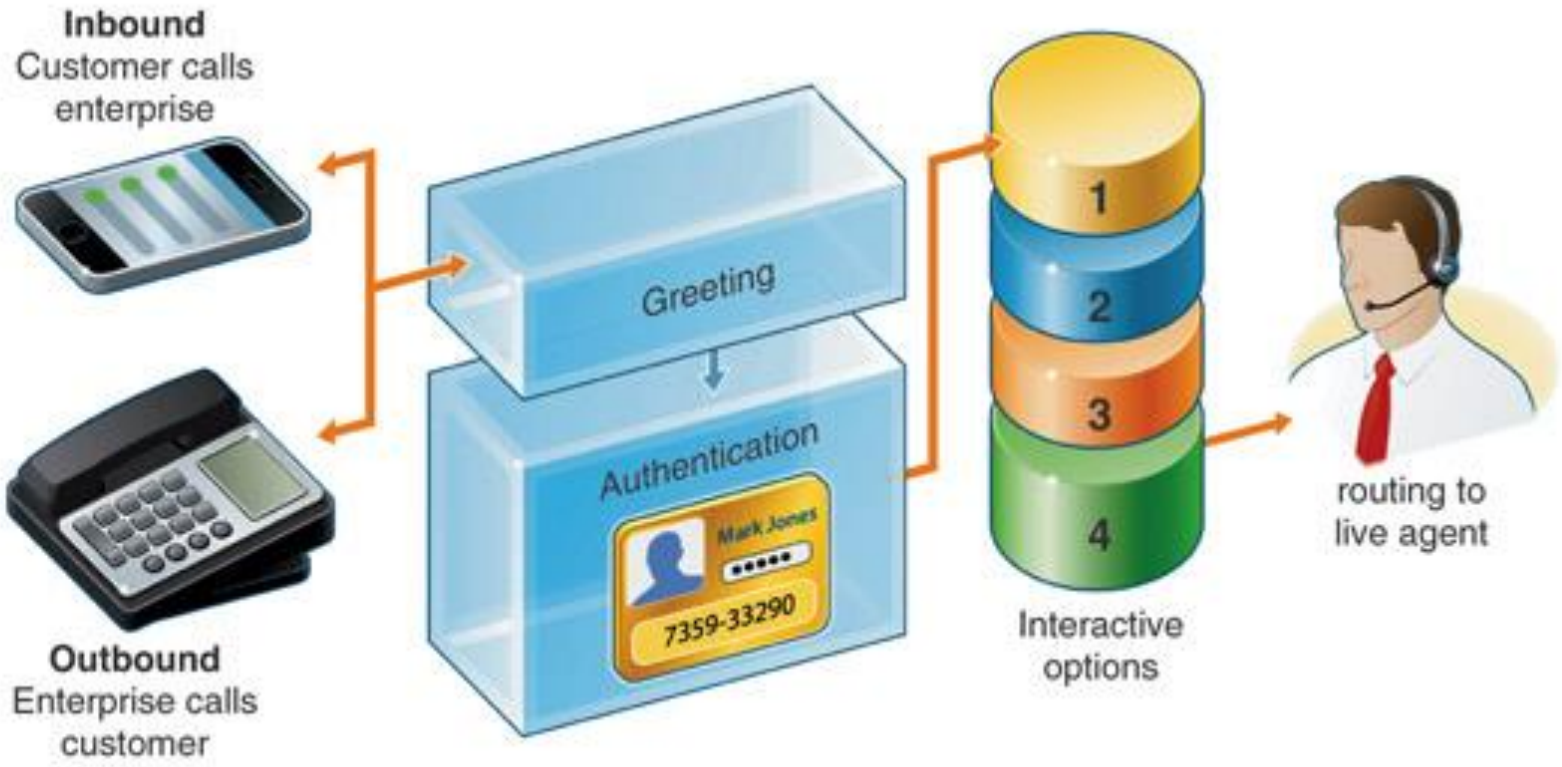
Introduction

What is IVR

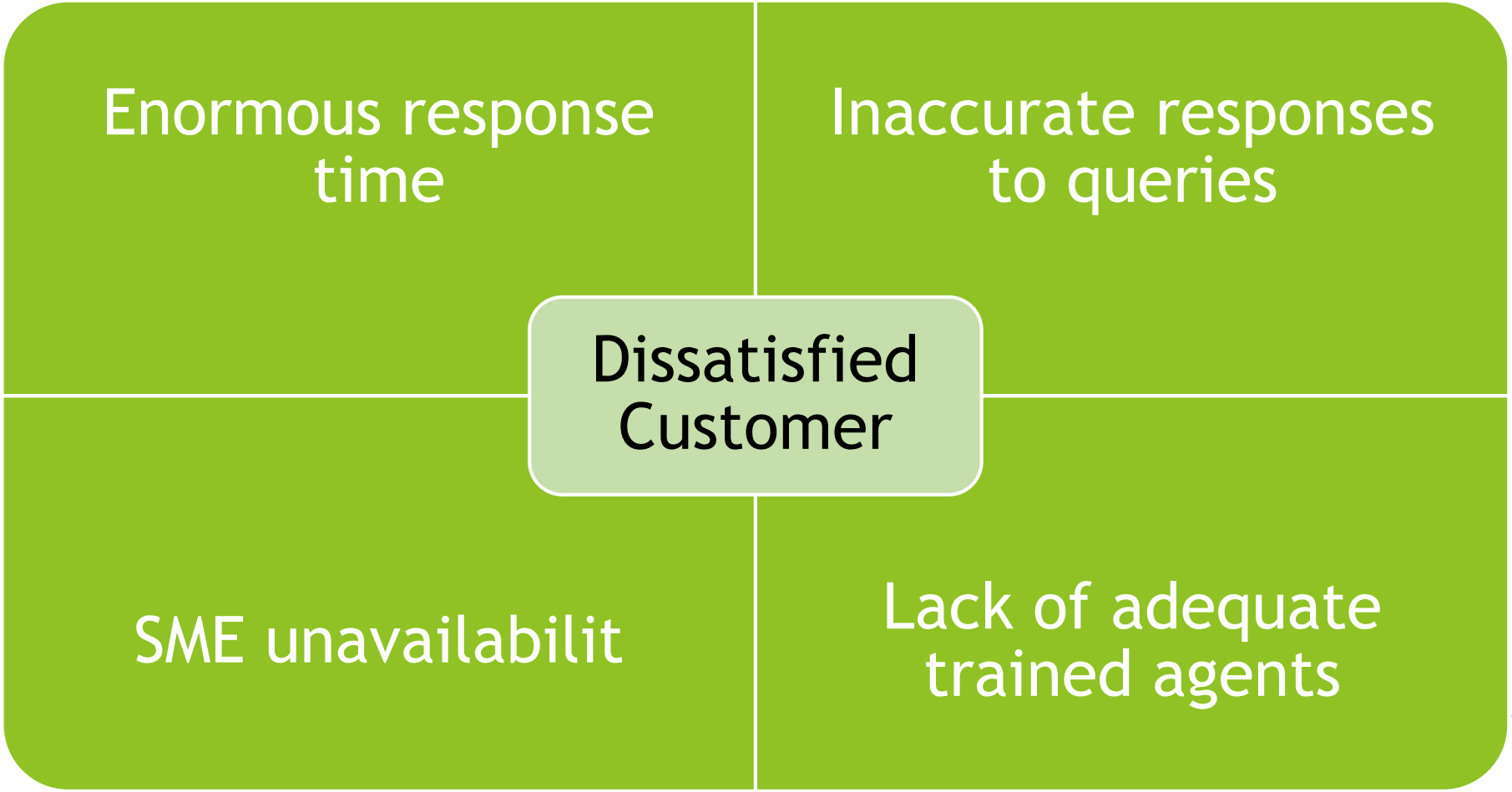

Inbound
Customer calls enterprise
Greeting
Authentication
Mark Jones
7359-33290
1
2
3
4
Interactive options
routing to live agent
Outbound
Enterprise calls customer

Types of Agents

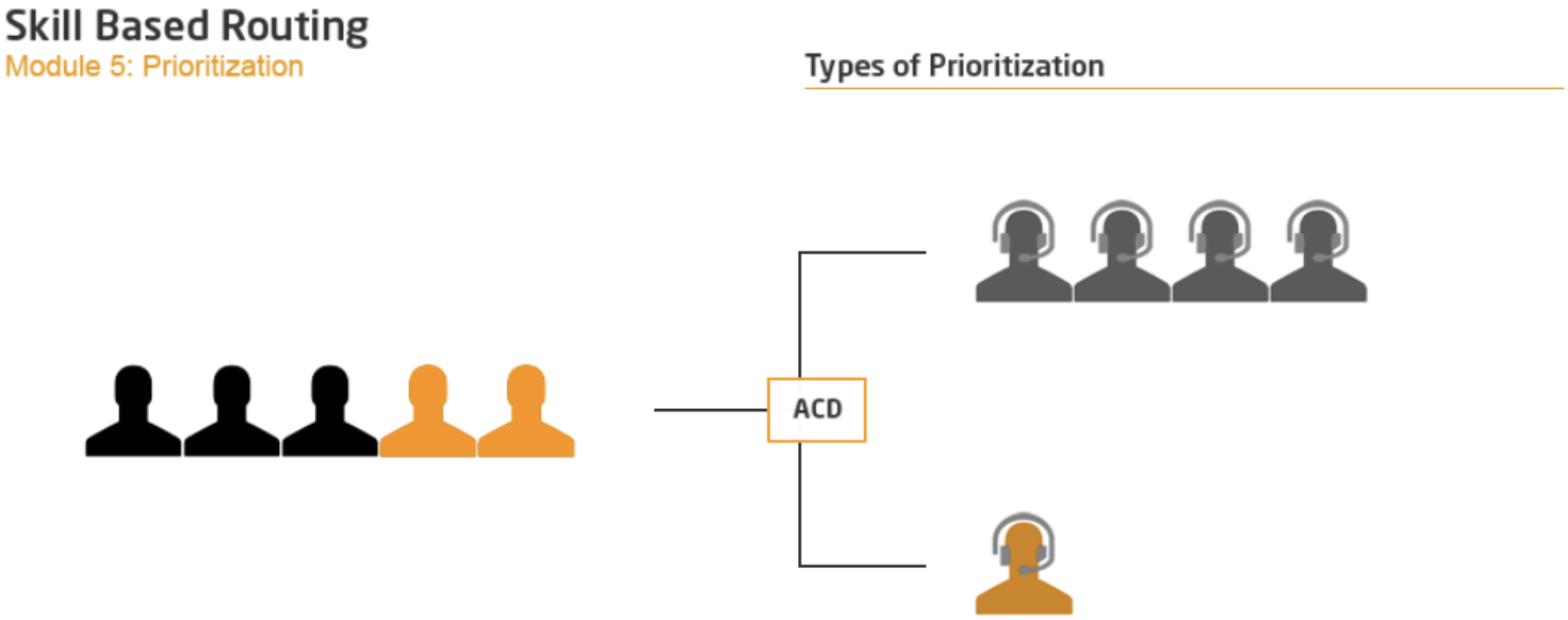
- Service Agents
- Sales Agents
- Agents with both sales and service skills

How does it work ?

What is the problem ?



What is skill based routing ?



Factors responsible for Autonomous Agent Assignment

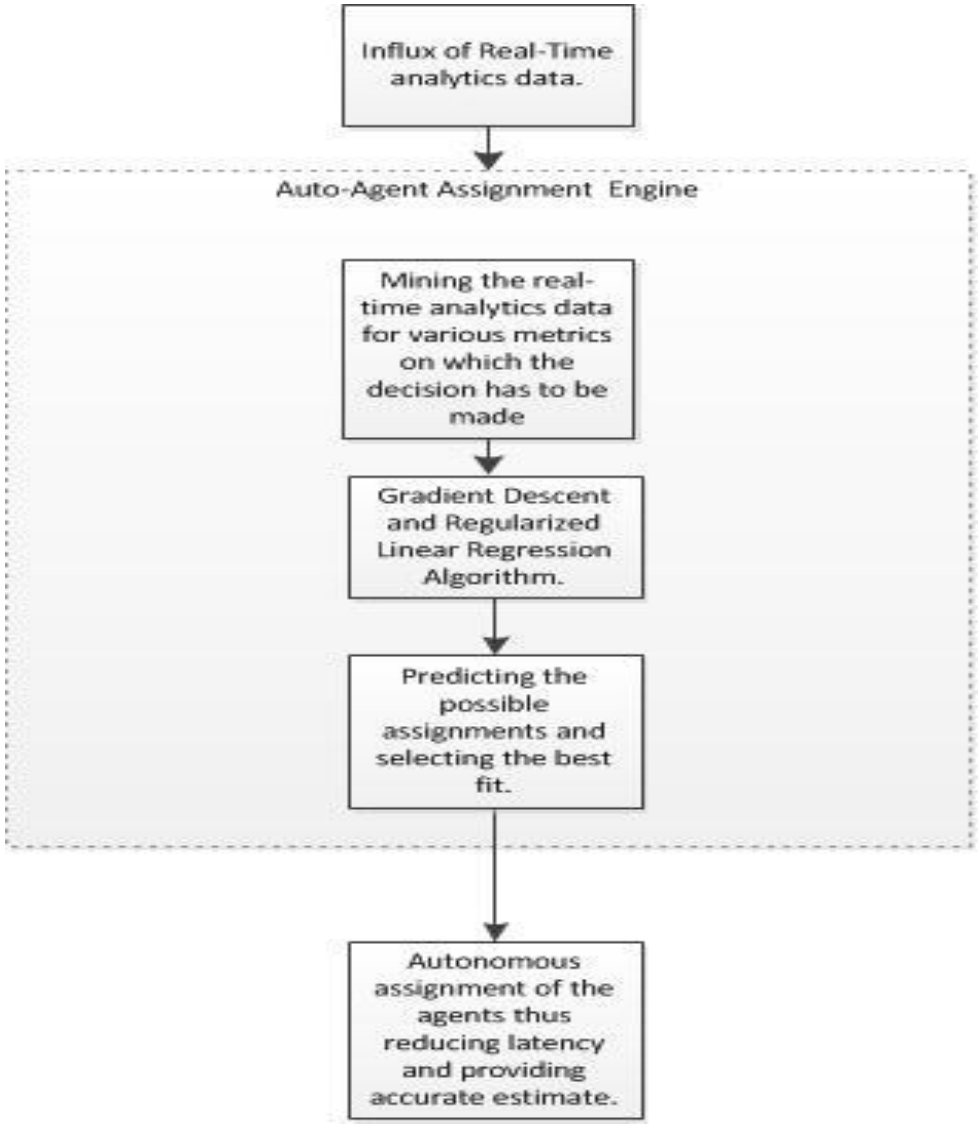
Time of Day

Resource Expertise

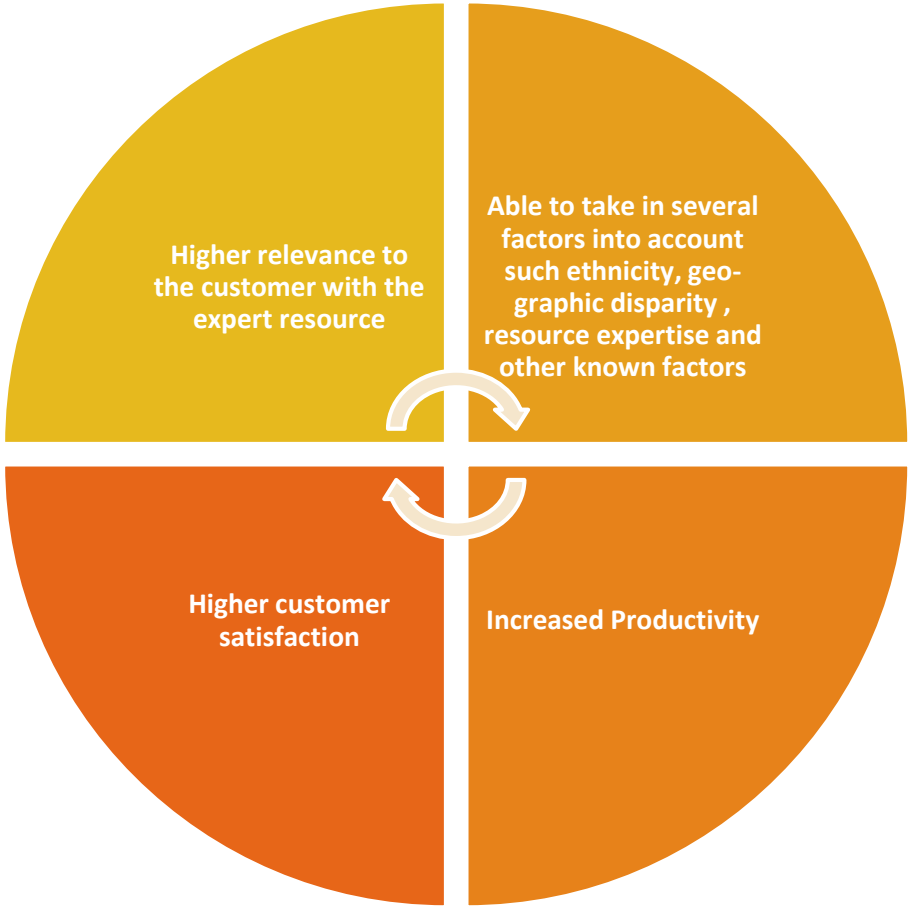
Geographic Disparity

Our Business Proposal

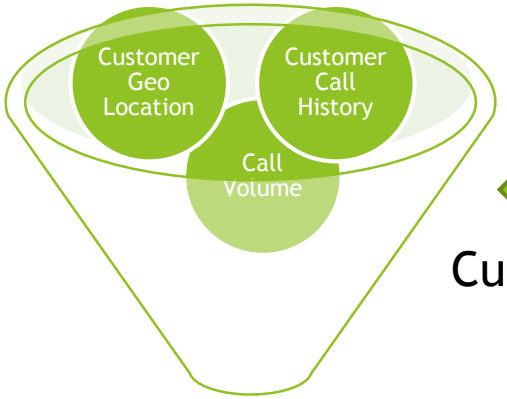
Proposed Flow



Why is this relevant to current IVR models for agent assignment ?



Process Flow

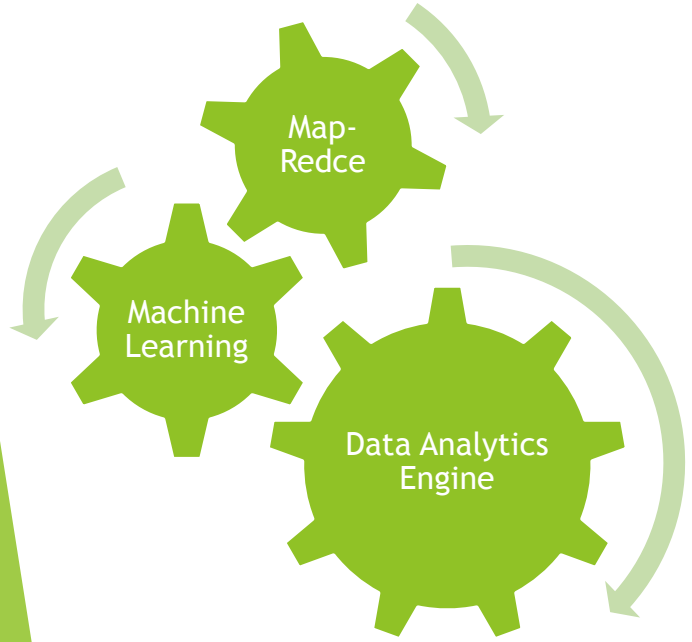


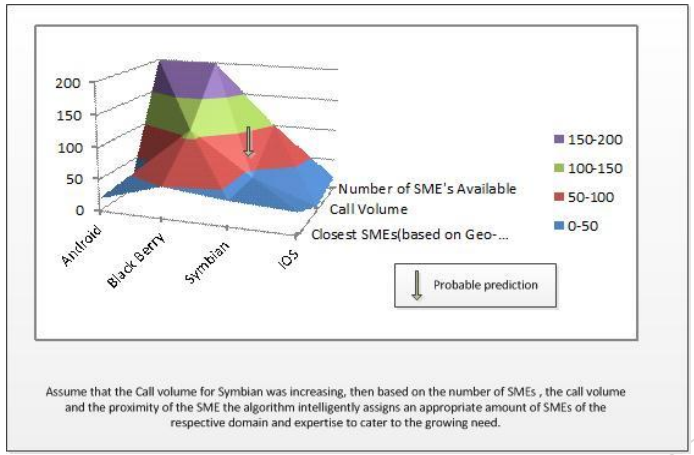
Customer calls

Repeat Business

Satisfied Customer

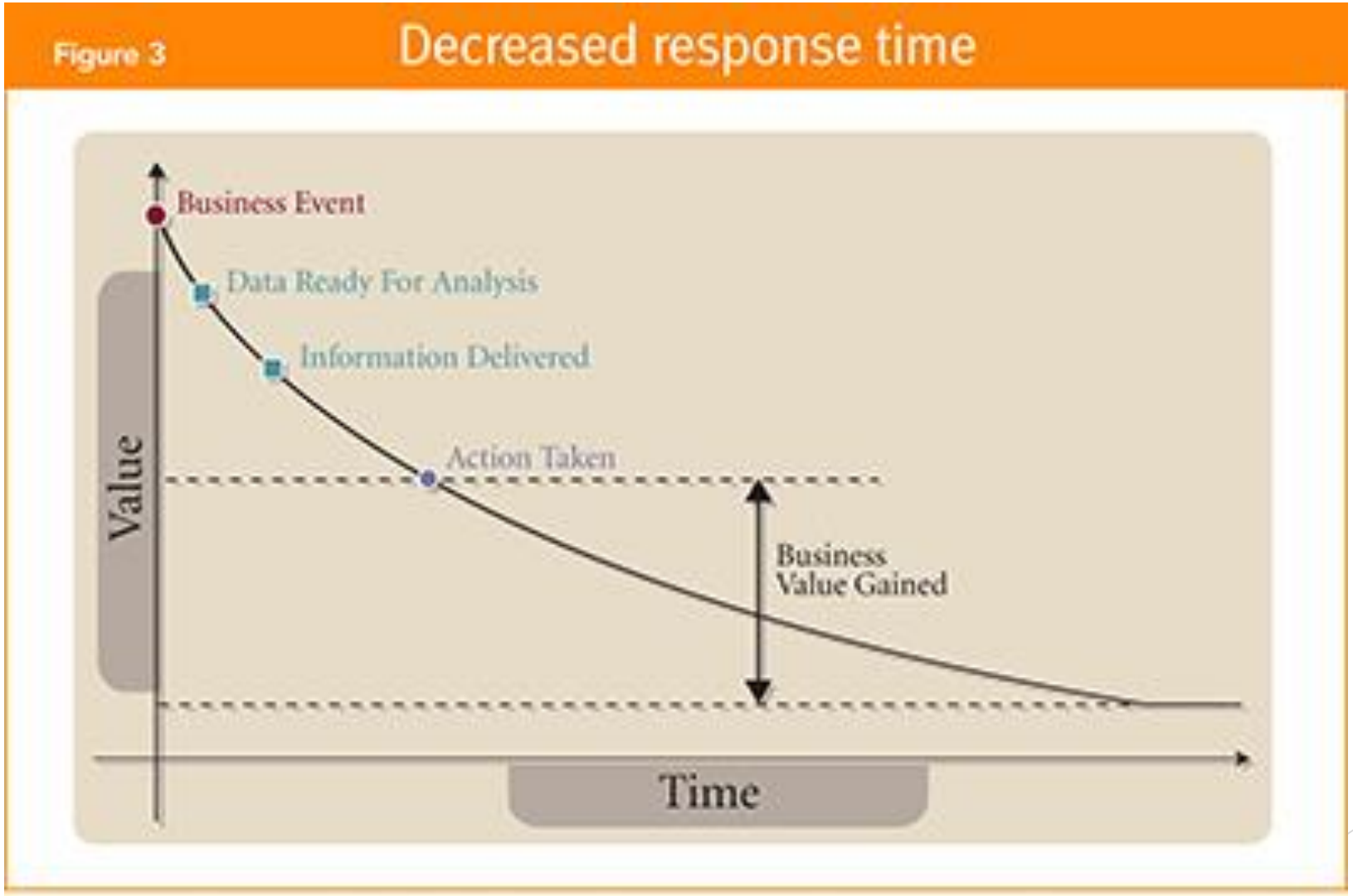
Feed to Analytics Engine



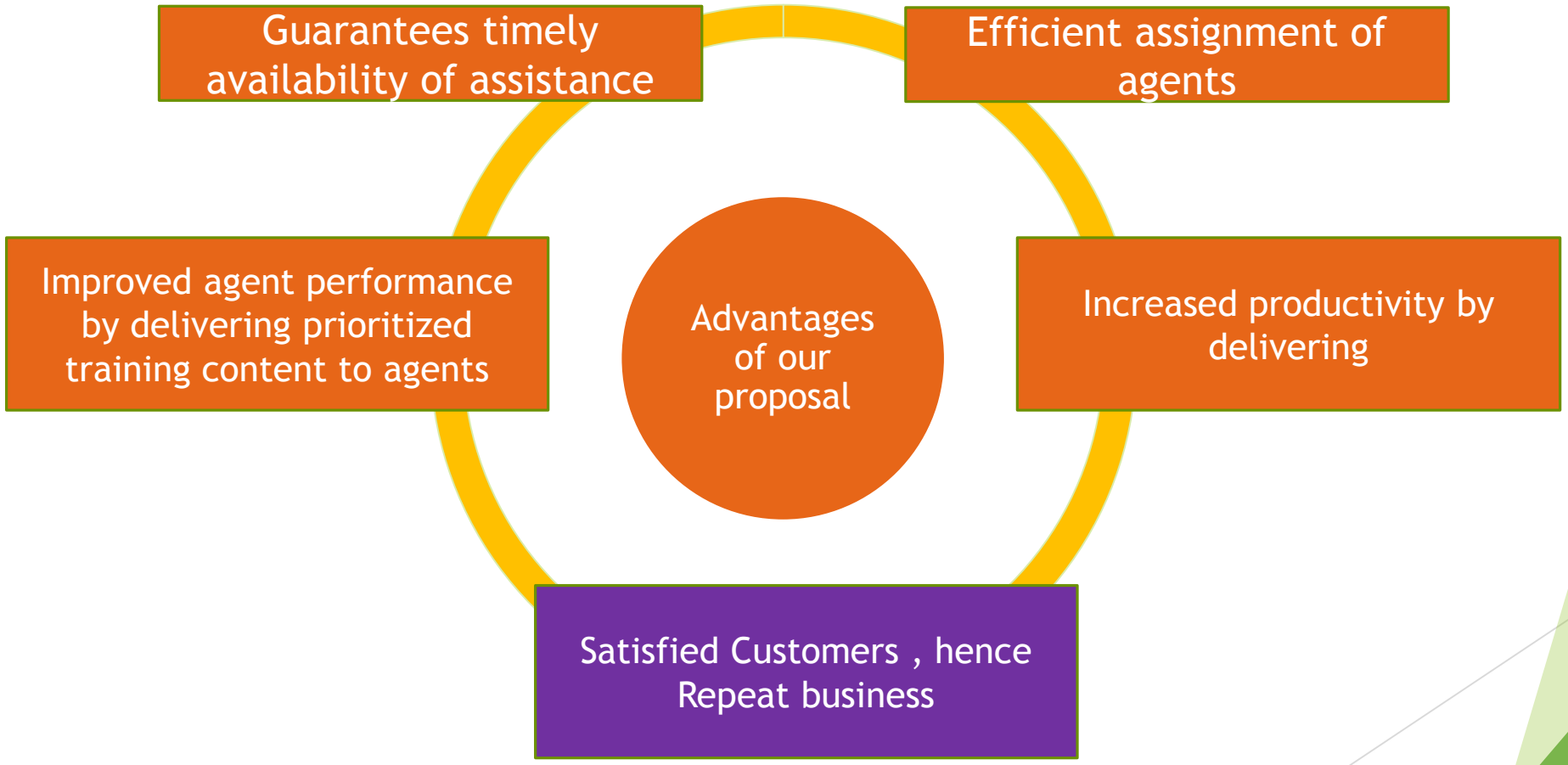


Best Suited SME

Need for Real-Time Analytics



Advantages of our proposal



How will this be a **new growth engine** to existing IVR models?

Reduce the latency of wait during high volume calls	Better business avenues
Lesser error prone prediction	Lesser error prone prediction
Usage of Big-data stacks	Faster analysis of enormous amount unstructured call history and data.

Why would the CXO (client) be interested?

•Risks of not taking action

–Increased wait time.
–Lesser possibility of the resolution of the problem.

•Integration with customer service ecosystem

–The module can be developed separately as a pluggable component accessible through a web-service , thus integration becomes easier with the current ecosystem.

•Addressing client(CXO) concerns

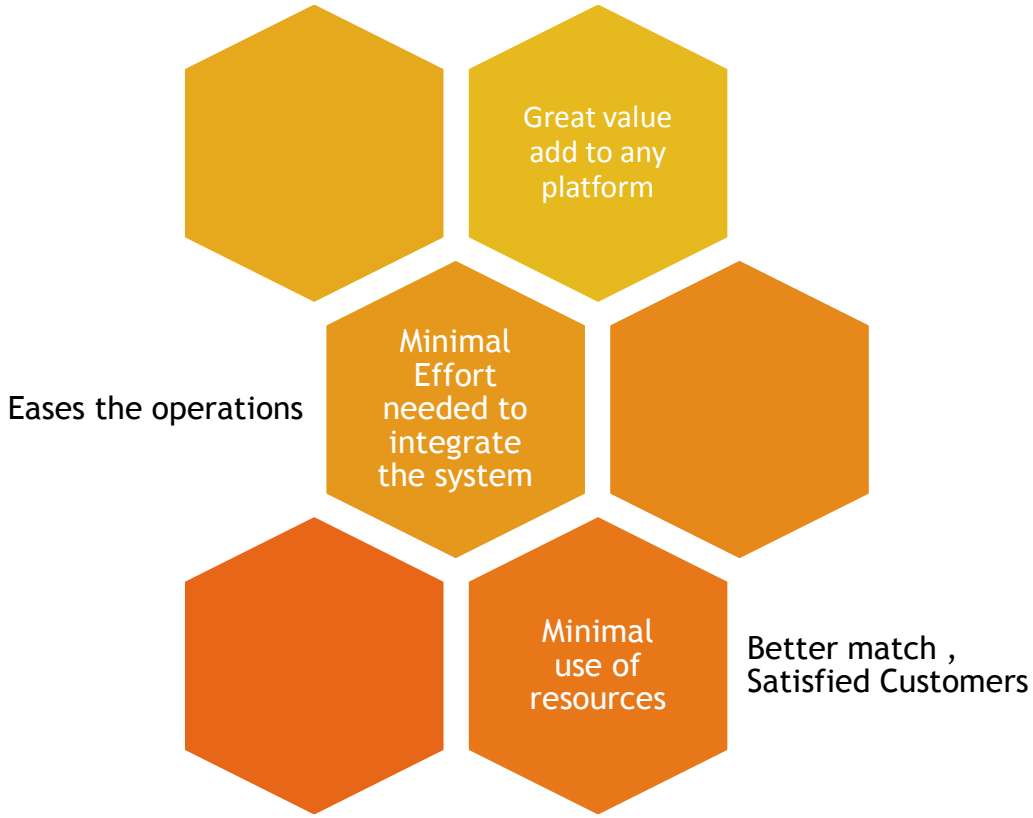
•Better Resolution .

•As the customer would be paired with the best fit by the algorithm, with ideal expertise .

•Faster way to manage repetative problems:

•Since the analytics is collected at real-time , the operator never falls short of the resolution ,if one exists.

Marketing View



Unique Selling Point

Thank you