

State of IVR Customer Experience

US EDITION

March 2021



State of IVR CX

Survey timing

February and March 2021

Sample/target audience

Consumers, who had contacted a business or a government organization for customer service in the last 12 months

Made the call with a smart phone

Had one or more interactions with an IVR

Data collected from 500 responses

State of IVR CX

88%

of respondents said
the IVR was not
intelligent enough

38% unintelligent or
somewhat unintelligent

50% only somewhat
intelligent

60%

tried to zero out to a
call center agent very
often or often

26%

Somewhat often



IVR self-
service

Results: Poor CX, higher service costs

State of IVR CX

67%

wrestled with the IVR to
get an answer for 5
minutes or more

70%

waited for 5 minutes or longer
upon zeroing out to get a
human agent on the line

Escalation
to Agent

41%

15 minutes or more

43%

more than 15 minutes

Results: Poor CX and possible customer defections

- 77% of consumers want businesses to value their time in providing service (Source: Forrester)

State of IVR CX


A whopping

73%

had to repeat what they entered at the IVR to the human agent

44%

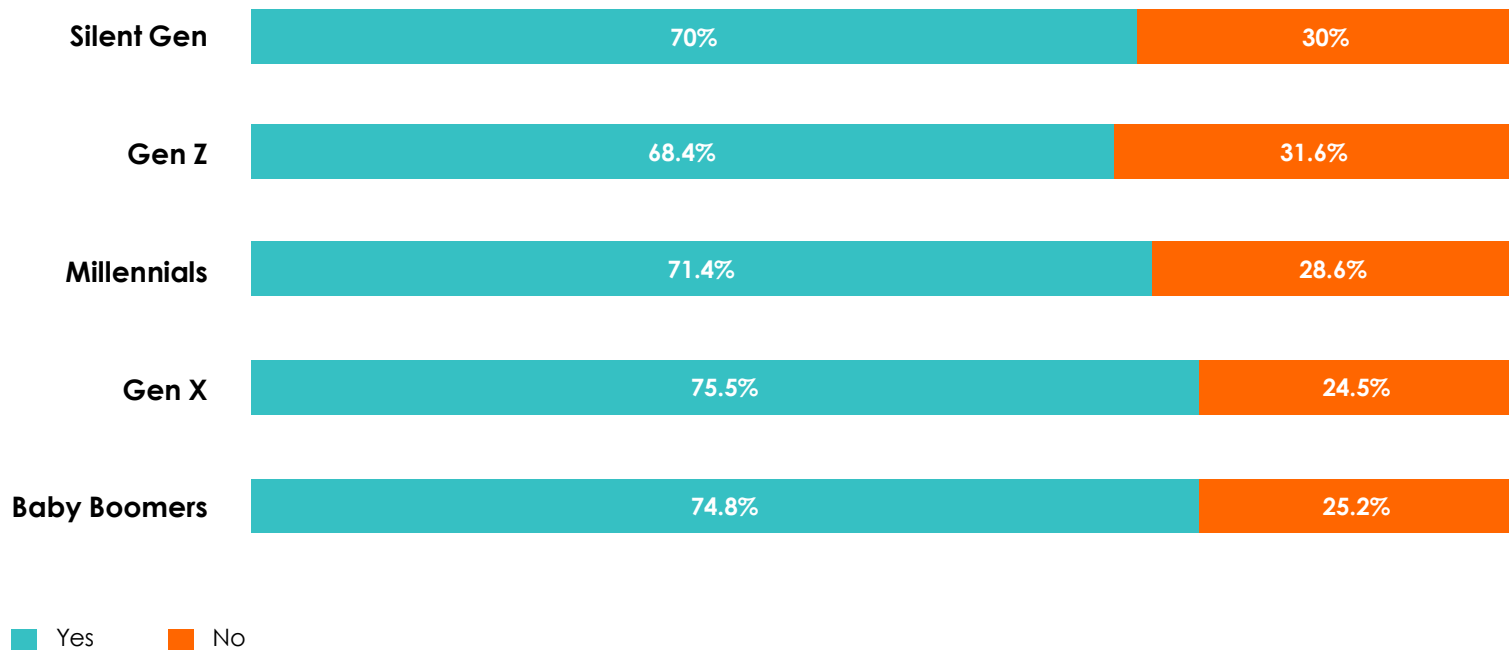
got different answers from the phone agent versus IVR and digital touchpoints



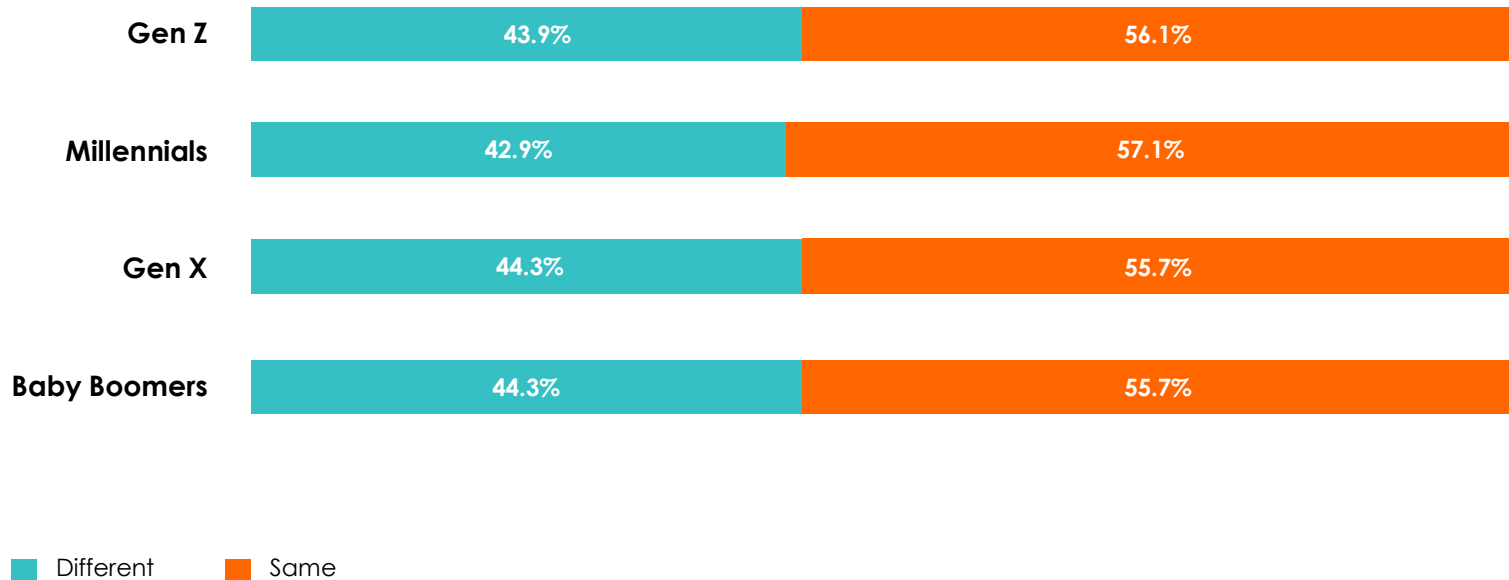
Agent-assisted resolution

Results: Poor CX, poor AX (as frustrated customers take it out on the agents), repeat calls

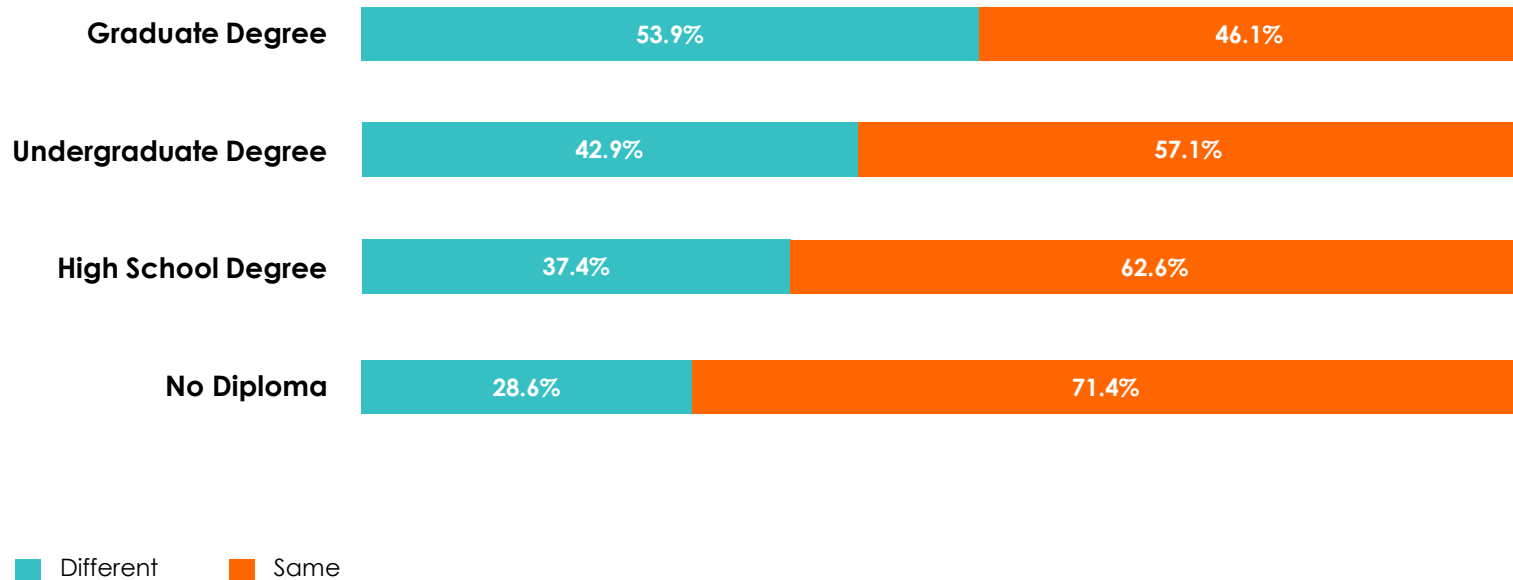
Having to repeat context is a universal pain point



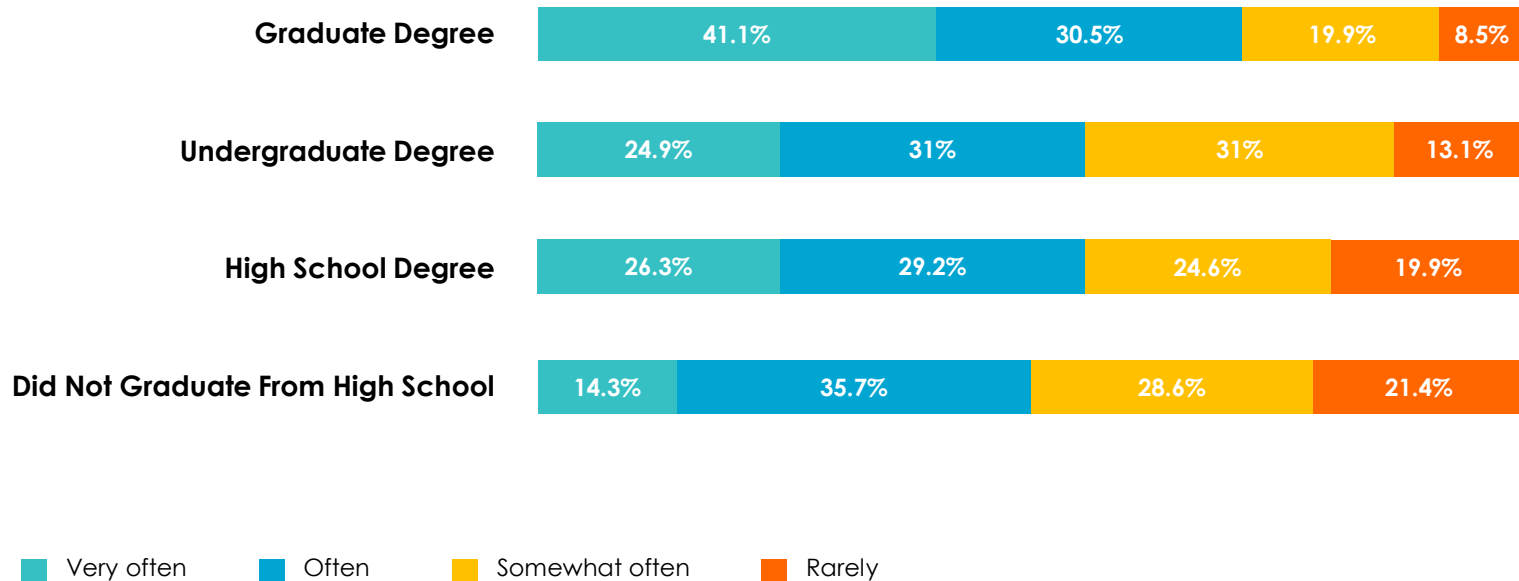
Consistency of answers was a big problem for all age groups



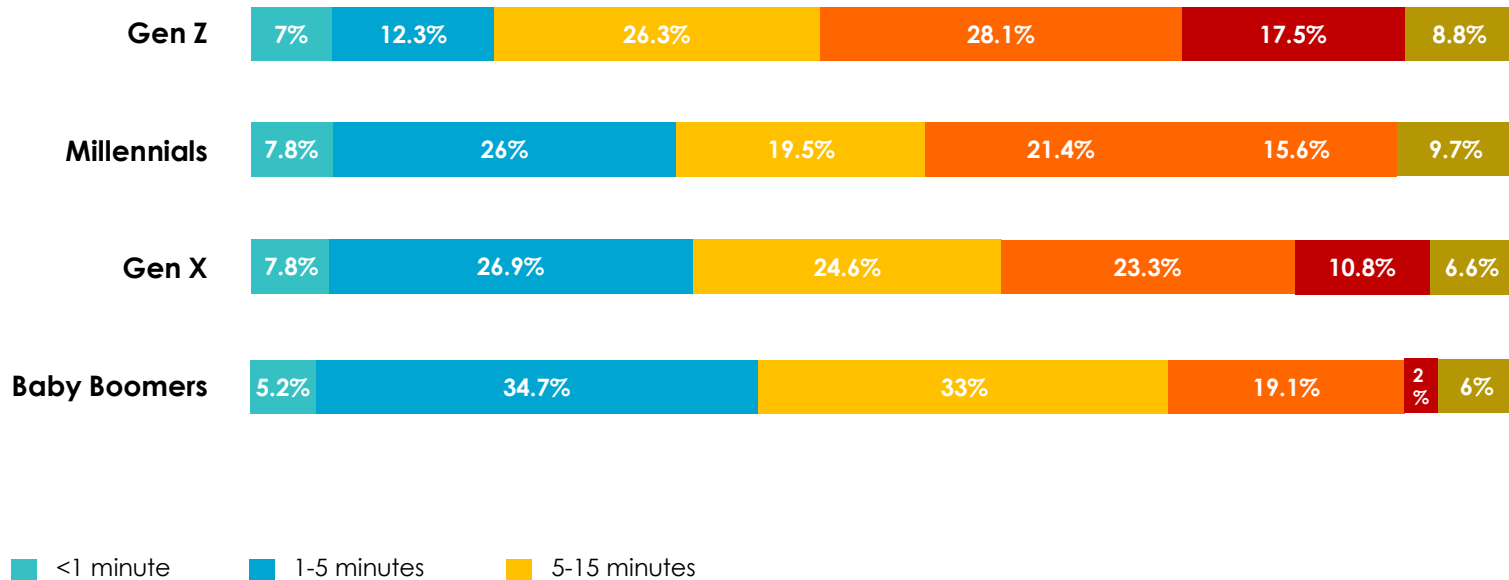
Educated consumers found the answers to be more inconsistent



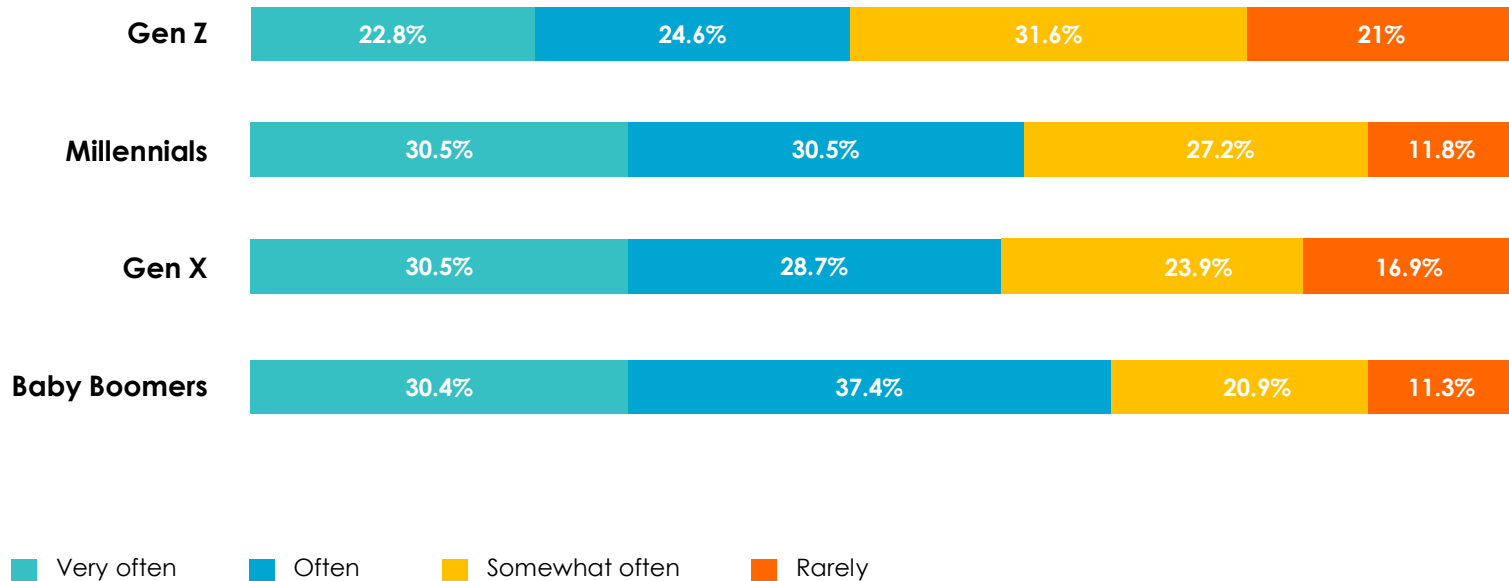
Educated consumers got fed up and zeroed out more often



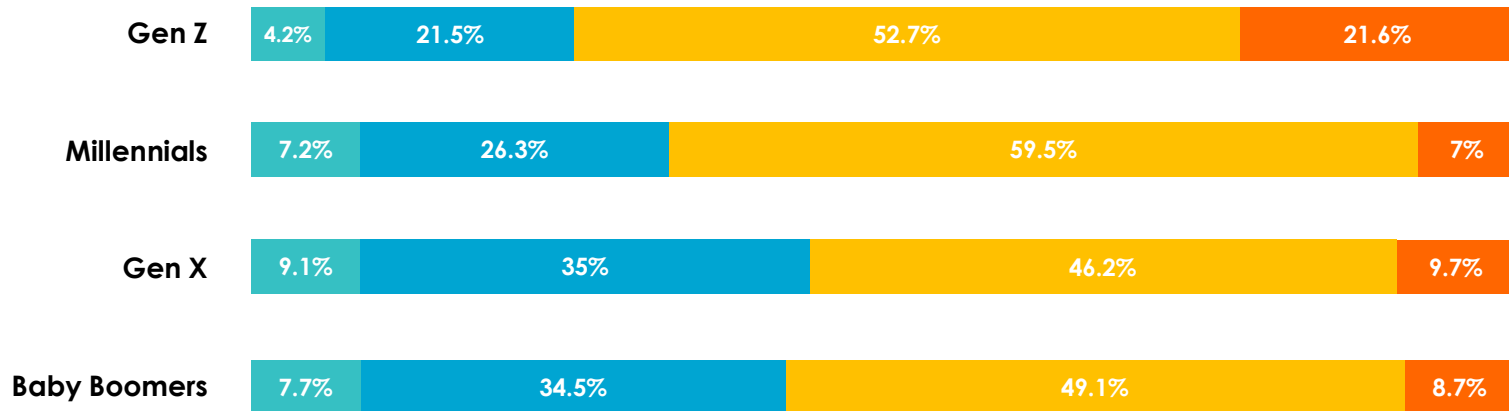
Older generations waited the least before zeroing out



Older generations got fed up and zeroed out to human agents more often



Older generations rate IVRs as less intelligent than younger generations



■ Dumb ■ Somewhat dumb

eGain Innovation in 30 Days™

Use case – Deflect your voice contact to SMS

Two weeks of discovery & configurations

Two weeks of operation

You decide - continue or quit

No cost, no catch, no commitment

