IVR: calling for a better experience

A new Nuance survey reveals insights on the IVR qualities that today's tech-savvy, connected customers expect, contrasting them with those that make callers phone-slamming mad. If callers don't like your IVR, they won't use it. The negative effect reaches beyond inflated call-handling costs. In fact, 37% of respondents said they might

decide to stop doing business with your company altogether after a single bad IVR experience.

1-800-customer service? Despite the variety of digital channels available to consumers, the phone is still consumers #1 choice regardless of age group.



ets the best results over:

is irrelevant to you

Who's dialing





People want the convenience of self-service. Only 1% of respondents indicated they will never try an IVR

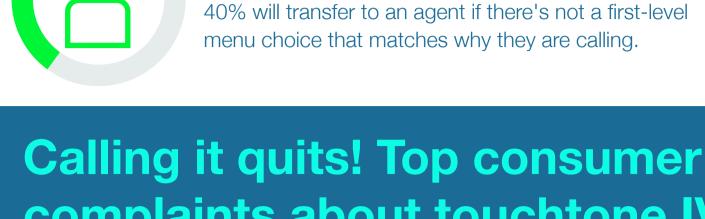


But, they have little tolerance for

wading through menu mazes. 40% will transfer to an agent if there's not a first-level

menu choice that matches why they are calling.

before deciding to transfer to a customer service agent.



complaints about touchtone IVRs

Complaint The reason they're Often have to repeat Overwhelmed They can't get to an agent when by too many calling is not in the same information to an agent once menu options. they need to. they transfer.

Pressing touchtone keys on the phone is annoying.

What callers want

the menu.

Press "1" if you're annoyed with phone trees!

Hanging up happy

Doesn't have the

their problems.

information to solve

Phone slamming mad

Designed to help

the company and

not the caller.

get to the answer.

Too wordy and

takes too long to

To know that 67% 42% you care indicated IVRs don't indicated an IVR that about them seem smart enough to passes along their information so they didn't solve their problems. have to repeat it to an agent would result in 46% a positive experience. said that IVRs have

60%

are more likely to use an IVR if they know they

won't have to repeat information to an agent.

60% responded they would use an IVR if it gave them the answer faster than waiting for an agent.

options to remember.

said that IVRs are just

said IVRs take too long

The majority

of usability test participants

to get to the point.

reported touchtone IVR increased their

too wordy and slow.

too many menu

40%

38%

Sluggish

What callers get

one-size-fits-all

experiences

Generic,

Speedy

Helpful

& easy

they would to an agent would produce

31%

55%

said an IVR that

let them speak like

a positive experience. 47% indicated a friendly and natural IVR would create

a positive experience.

responded they would use an IVR if they could simply speak instead of using the telephone keypad.

cognitive load during the call and that they felt an increase in stress.

57%

45%

indicated the reason

they're calling is never

in the generic menu tree.

Generic & impersonal

Robotic & tedious

Personalized

experiences

55% indicated an IVR that knew them and would adjust the menu to their

52%

would use an IVR that adjusted based

on predicting the purpose of their call. 66% would use an IVR

if they knew that it

would let them go

to a live person when they want.

needs would produce a positive experience.

complained that IVRs

lock them in so they

can't get to an agent.

said if it could consistently

help them get what they

57%

called about.

23%

Prisoner of phone

automation jail

What would it take for people

Options

& control

31%

will use IVR if they

can speak instead of

using touchtone keys.

Good call!

53%

said if it offered the option

to get a call back rather than

easy, such a voice print).

would use it if the IVR knew

number or something equally

who they were (using their phone

to happily use an IVR?

62%

waiting on hold for an agent.

Comparing touchtone to

conversational IVR

15%

driving to use the

hands-free interface.

More people would use an IVR if it provided the option to speak rather than press keys: will use an IVR when they're will use IVR while

calling from their mobile

"It definitely paints a

phone where typing is painful.

get a text, email, or phone

reminder or confirmation.

would use an IVR if it provided the option to

picture of the brand." 83% say that the quality of the IVR impacts their opinion of the company. A good IVR means that the company cares about providing good service.

We asked respondents to compare two IVR experiences that each accomplish

the same task. The first was a well-designed touchtone IVR and the second was a

conversational IVR that used speech and natural language. Here is how they rated.

"With the electronic voice I had to listen very closely." What respondents honestly thought:

Touchtone IVR

28% efficient

54%

irritating

annoying & boring

70% 67% think poorly of believe conversational touchtone system. IVR is faster than touchtone IVR.

"I had to concentrate hard" How do they compare?

65% friendly 64% easy

helpful & efficient

"...it was a pleasant change over the

old style! Made you feel better when you are done, didn't wear you down."

59%

Conversational IVR

"I know I am talking to a machine

speaking to a person's voice."

In their opinion:

but it's a more personal thing to be

32% are more likely to try the conversational

IVR System.

Conversational IVR: Yes!

43%

are more likely to trust

a conversational IVR.

Touchtone IVR: No IVR that provides a one-size-fits-all generic touchtone interface received a NPS of -50%

IVR that uses speech recognition, and is personalized

to tailor the experience based on predicting the

Secondary Source: Qualitative in-person task-based Usability Study held in the US May 6–7, 2014 which observed and reported user physical reaction, as well as their stated preferences and feelings around touchtone

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Findings are based on two sources:

reason for the call received a Net Promoter Score (NPS) of 83%

Would callers recommend your company based on the IVR experience?

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Primary Source: Consumer survey fielded in the US between April 11 and 24, 2014 asking 1,000 adults regarding their history in contacting customer service and interactions with IVR systems. The survey was completed through GMI's Global Test Market, double opted in panelists who have registered to participate in online surveys. Respondents were adults age 18+. Differential sampling was done to account for response rate differences by demographics. and natural language IVR.

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