

INTERACTIVE VOICE RESPONSE



Automating contacts is the most effective way of reducing costs in a contact centre. Offering services 24x7 can also provide better access for customers. The perception is 'that is it better to speak to a person than use a machine'. Most systems are poorly designed, badly implemented and provide an unpleasant experience for the caller.

At MX Digital we do it differently

We have the tools to develop slick, easy-to-use applications that provide a better service than waiting for a live agent. Our workflow designer provides the user with a rapid application development tool to create any configuration.

Should I invest in IVR?

If an automated service is better, people will use it – look at Cash Machines as an example of an automated service. No-one queues at the bank anymore to withdraw cash from a cashier! A well designed automated system will allow people to service their request more quickly and easily than using a live person. Services can be offered 24x7, reducing call peaks, and overall staff levels.



How does MX Digital achieve this?

Whether standalone IVR or front-ending a contact centre, an IVR application can provide a powerful portal for clients to service their request over the phone. Developed uniquely for you, there are no compromises. When in conjunction with a call centre, our all-in-one-box architecture means that if an automated application cannot service the caller's request, all information gathered can be passed to a live agent. This preventing the frustration of repeating information a second time.

Interactive Voice Response

Web services

MX Digital's IVR platform has native web services interfaces. We can access data and transact with any public or private web service.

Text-to-speech

Text-to-speech can play back detailed information such as account status or notes.

Proactive automated outbound

Delivery or appointment reminders can reduce missed appointments. Asking clients if they cannot attend and feeding this back allows rescheduling.

Database integration

We can probe any database to select or insert information all from within the graphical design tool.

Speech recognition

Direct the call with a simple spoken word or phrase. Uniquely, ICE can play unrecognised requests to a live agent for re-direction without the caller's knowledge.

Business system integration

We can integrate with any business system or CRM, retrieving information such as customer records, or case information.

Examples of how the unique architecture of MX Digital can provide a better experience:

- A company with many different customer types can look up the CLI of the caller in the database. This allows a custom menu to be played with options that are relevant to that customer.
- A bank, building society or credit union can offer telephone banking facilities for account balance, transaction history, bill payment, and money transfer etc, using a self-service application.
- A taxi company can look up the caller's number to see their frequently chosen journeys and offer these automatically.
- A breakdown company can locate the caller from the position of their mobile phone.
- A company can take credit card payments using an IVR. PCI-DSS compliant credit card authorisation can be carried out by an IVR, removing the requirement for restrictions within the contact centre and data storage regulations.
- A utility company can take meter readings, address changes, burst pipe or power failure information automatically, preventing large call peaks.