



# A Guide to Conversational IVR

## Why Conversational IVR?

Basic interactions simply don't cut it anymore - customers expect faster, more straightforward ways to engage with businesses and resolve issues seamlessly. Conversational IVR provides a unique voice-based solution where customers can interact using their natural language for a more immersive, human-like experience. Unlike traditional menu-based interfaces, Conversational IVR delivers a convenient and personalized experience that allows individuals to self-serve and successfully resolve issues.



79% of customers

would rather **self-serve** than use human-assisted support channels<sup>1</sup>

## How IVR Works



### Natural Language Processing

NLP leverages AI and ML engines to understand natural speech and respond as humanly as possible.

### Seamless Omnichannel

Easily connect customers and pivot with context across channels— SMS, FB Messenger, Slack, Webchat, and more.

### Fast APIs

Connect API endpoints to process data more efficiently, routing calls intelligently for rapid resolutions.

### Voice Biometrics

Confirm customer identities through the use of voiceprint technologies, reducing the risk of fraud and systems hacking.

## The Benefits

### Reduced Costs

Customer-friendly voice automation reduces the number of agents required to handle a call, reducing associated human resources costs while handling calls more efficiently.



### More Personalized Customer Experience

Customers can self-serve and lead the conversation by interacting naturally with your phone system for an intelligent, personalized experience.



### Better Brand Image

Aligning your contact center systems with your brand (and personality) lets you create a cohesive and consistent image that builds loyalty.



By 2022, **25%** of organizations will be able to show a positive relationship between improving the customer experience and the ROI measured as a financial value<sup>2</sup>

After a positive experience with customer support, **70%** of respondents would be more loyal to the brand, and **65%** would recommend a company to others<sup>3</sup>

**84%** of customers feel that experiences are as important as the actual products and services<sup>4</sup>



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