



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 channels¹

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 value²

After a positive experience with customer support, **70%** of respondents would be more loyal to the brand, and **65%** would recommend a company to others³

84% of customers feel that experiences are as important as the actual products and services⁴



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