Symptoms of a “Tangled” IVR

- Designing and implementing your phone system a chore?
- Keep getting pushed down in priority?
- Mired down with too many drafts?
- Tending to your system seen as a waste of time?
- System ineffective?
YOU'RE IN YOUR IVR'S WAY!
CASE #1

- 6 Conference calls over 2 months....*for 8 prompts!*

- Survey with no fewer than *18 drafts!*

- Phone tree taking better part of *a year to design!*
Case #2 – THE CORLEONE FAMILY TREE

Problem: Excessively complex schemogram

- Schematics good for organization, planning, anticipating, “walking through it”
- Visually mapping our flow helps identify gaps, omissions
- Invaluable tool for programming, AND it's a great start....

BUT!
Programmers *(and voice talent!)* need something more

- LINEAR
- A STEP-BY-STEP FLOW
- UNCLUTTERED
- NON-CONFUSING
Case #3 – Leaving Customer out of Loop

- No option for “Press 0 for Live Agent”
- “Commercial” in opening prompt
- Either Not Tracking OR Disregarding High Call Drop Rate
- Disregard for customer's time and patience
SERIOUS PROBLEMS

SIMPLE SOLUTIONS!
CASE #1

- 6 Conference calls over 2 months...*for 8 prompts!*

- Survey with no fewer than 18 drafts!

- Phone tree taking better part of *a year to design!*
SOLUTION:

- Don't Over-think It
- Assign someone to have authority over phone tree design
- Avoid “Committee” mentality
- Don't give the client too much latitude

IT DOESN'T HAVE TO BE PERFECT – IT JUST HAS TO WORK!
**SOLUTION:**

- **Detail of options from each step of the IVR:**

<table>
<thead>
<tr>
<th>Menu ID: anvil_welcome</th>
<th>Customer Action</th>
<th>Audio File</th>
<th>Message</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Prompt</td>
<td>anvil_welcome.wav</td>
<td>Thank you for calling ACME Anvil Supply. Para Español, numero quatro. For sales press 1. For support, press 2. If you are having a Roadrunner problem, press 3. For all other inquiries, please press 0.</td>
<td>Wait 10 seconds for customer input before repeating 2 times, then to timeout action</td>
</tr>
<tr>
<td></td>
<td>Press 1</td>
<td>&lt;none&gt;</td>
<td>&lt;none&gt;</td>
<td>Transfer to anvil_sales menu</td>
</tr>
<tr>
<td></td>
<td>Press 2</td>
<td>&lt;none&gt;</td>
<td>&lt;none&gt;</td>
<td>Transfer to anvil_support menu</td>
</tr>
<tr>
<td></td>
<td>Press 3</td>
<td>&lt;none&gt;</td>
<td>&lt;none&gt;</td>
<td>Transfer to priority_roadrunner_queue</td>
</tr>
<tr>
<td></td>
<td>Press 4</td>
<td>&lt;none&gt;</td>
<td>&lt;none&gt;</td>
<td>Transfer to anvil_welcome_es_menu</td>
</tr>
<tr>
<td></td>
<td>Press 0</td>
<td>transfer_operator.wav</td>
<td>Please hold while we transfer you to the operator</td>
<td>Transfer to ring group 119&lt;rings phones 101, 102 and 103&gt;</td>
</tr>
<tr>
<td></td>
<td>Timeout</td>
<td>menu_timeout.wav</td>
<td>Thank you for calling ACME Anvil Supply. Good Bye.</td>
<td>Hangup the line</td>
</tr>
<tr>
<td></td>
<td>Invalid</td>
<td>menu_invalid.wav</td>
<td>I'm sorry, that is not a valid option, please try again</td>
<td>Play main prompt again</td>
</tr>
<tr>
<td></td>
<td>Invalid 3rd time</td>
<td>menu_invalid.wav</td>
<td>I'm sorry, that is not a valid option. Good Bye.</td>
<td>Hangup the line</td>
</tr>
</tbody>
</table>
**Simple Schemogram Begat Simple Script:**

<table>
<thead>
<tr>
<th>File Name</th>
<th>Prompt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enter_password.wav</td>
<td>Please enter your password.</td>
</tr>
<tr>
<td>Followed_pound.wav</td>
<td>...followed by pound.</td>
</tr>
<tr>
<td>Reenter_password.wav</td>
<td>Please re-enter your password.</td>
</tr>
<tr>
<td>Having_problems.wav</td>
<td>We seem to be having problems.</td>
</tr>
<tr>
<td>Account_number_located.wav</td>
<td>Your account number is the seven-digit number in the upper-right-hand corner of your statement.</td>
</tr>
<tr>
<td>Still_there.wav</td>
<td>...are you still there?</td>
</tr>
<tr>
<td>Cents.wav</td>
<td>...cents.</td>
</tr>
<tr>
<td>Dollars.wav</td>
<td>...dollars...</td>
</tr>
<tr>
<td>Live_agent.wav</td>
<td>Please hold while I get a live agent to help you.</td>
</tr>
</tbody>
</table>
Case #3 – Leaving Customer out of Loop

- No option for “Press 0 for Live Agent”
- “Commercial” in opening prompt
- Either Not Tracking OR Disregarding High Call Drop Rate
SOLUTION:

- Provide opt-out
- Be sensitive to customer's costs, time, patience
- Don't front-load prompt
- Track call drop rate
- Pay attention to feedback
- Call ID database tracking regular/loyal customers – prioritize repeat callers
- Be proactive with changes!
Summary

- IVR can be a chore because we overthink it.
- We get in our phone tree's way by complicating it.
- Cluttered and complicated IVR leads to high call drop rate and customer dissatisfaction.
- We think it needs to be perfect – when really: *it just has to work.*
Thank you!

- For more information, go to:
  - http://www.theivrvoice.com
  - http://www.vicidial.org
  - http://www.asterisk.org