Interactive Voice Response System

Making the most of your Interactive Voice Response System

Interactive voice response system has become an integral part any modern business enterprise as they are instrumental to providing quick and accessible help to their customers. The payoffs are huge – a small business can use interactive voice response system to get a quick and professional makeover in minutes.

Before rolling out your IVRS, you must understand the needs and requirements of the end users. What do they need? Are you fulfilling their need for information? Does your IVRS come across as customer friendly? Are you providing any value to your customers? Before rolling out your IVRS, you need to step into the shoes of your customers to understand whether you are providing any value at all.

The biggest problem seems to be the nature of the engagement. Since you will be dealing with your customers with the medium of recorded voice data, there is a great danger of distancing your customers. Most customers hate the monotonous nature of IVR systems and would rather speak to a live agent to get their problems solved. But the cost of running a full time customer care center is beyond the humble means of most first time entrepreneurs forcing them to seek other options.

Cloud centric interactive voice response systems provide the most comprehensive communication services on a single platform. However, most businesses fail to harness the true power of cloud interactive voice response systems to their advantage. The impression of IVRS is this: "Press 1 for Blah", "Press 2 for Blah, Blah", "Press 3 for Blah, Blah, Blah", "Press 4 to playback the recorded messages"

Voicemail is an integral part of any IVR System for handling afterhours call. Why valuable leads generated by your business when you can provide the option of voicemail to your customers and thus save business from going to your competitors. Calls landing on your voicemail can be processed later.

The problem is in the voicemail message which varies from the banal to the downright rude. Saying something like "Please record your message after the beep and our support team will get back to you as soon as possible" is saying the usual. Instead of recording something banal try recording something interesting and record it with a smile. Various studies on customer behavior show that callers are more responsive to messages that have been recorded with a smile.

IVR Systems provide great benefits for businesses if used properly. The system can be made to work to your advantage by choosing the wording and the tone of the message carefully so that every interaction with the customer is nothing short of a "WOW" moment.

About the author:

Ambarish Gupta – CEO & Founder, Knowlarity Communications

Ambarish Gupta is the CEO and Founder of Gurgaon-based cloud telephony startup Knowlarity Communications. A graduate in Computer Science from the Indian Institute of Technology, Kanpur, Ambarish also holds an MBA from Carnegie Mellon University, USA. A technocrat at heart, he believes technology holds much potential for changing how the world does business.

Ambarish started off his career as a researcher for the Fraunhofer Institute for Computer Graphics in Germany before joining software major EFI. He has also worked with consulting firm McKinsey & Company as a Senior Associate, and in 2009, founded Knowlarity, which provides business telephony software to some of the world's leading corporations.

In his spare time, Ambarish can be found reading, listening to music, or taking care of his garden. Extremely environmentally and socially-aware, Ambarish believes advances in communications technology can help future generations to minimise their impact upon the planet, while allowing them to lead more rewarding and fulfilling lives. His commitment to this is reflected in Knowlarity's initiatives such as the Emergency Call Card and CEO-for-a-day.

As the CEO of Knowlarity, Ambarish has used his excellent networking and people skills to gather together a talented and dedicated team that is responsible for the world's best cloud telephony solutions. He believes in leading from the front, and is always available for advice – or a friendly conversation – to any member of the Knowlarity family.