



Combine visual Self-Service interactions with channel-shift opportunities.

Why Visual IVR?

- Allow IVRs or agents to send, rather than read out complex information
- Provide visual information to the customer (e.g. links, videos and files)
- Allow customers to complete and confirm form-based answers in real-time
- Collect visual evidence of issues (e.g. photos of faulty/damaged items)
- Increased first call resolution, reduced handling times and better customer service.

Are there some customer enquiries coming into your contact centre that could be handled by web or app Self-Service?

Traditional IVRs are great at call routing and Natural Language can open up a world of possibilities for customers but some enquiries really need a visual interface to help resolve them.

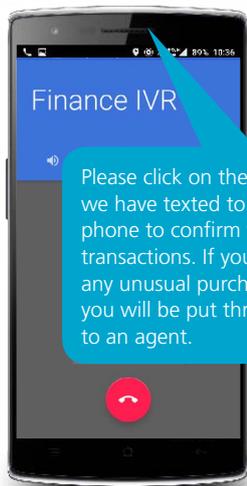
This is particularly the case where your agents may need to explain terms and conditions or provide details and choices. This can be laborious and create delays which frustrate the customer who expects basic queries to be resolved easily. It's also a poor use of agent time which increases your costs, frustrates agents and customers while reducing satisfaction for everyone.

Products and services are increasingly more technical and need more support. Consumers increasingly want to communicate visually.

This powerful combination of visual and spoken interaction transforms smartphone engagement and improves customer satisfaction.

Conversations that can snarl up your contact centre include:

- Giving out terms and conditions for upgrades, new connections, insurance and policies
- Trade-in service details and options
- Providing updates for orders and repair tracking
- Asking for images and descriptions of damaged/faulty items
- Processing returns
- Network coverage information
- Call charges, including roaming
- Billing statements and details
- Customer satisfaction surveys.



Please click on the link we have texted to your phone to confirm your transactions. If you spot any unusual purchases, you will be put through to an agent.

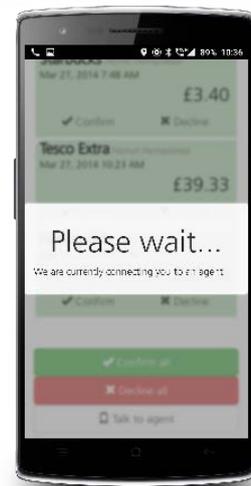
The IVR sends a link to the customer on their smartphone



The customer clicks on the link and their transactions are shown



The customer confirms or declines the transactions on screen



Declining a transaction prompts the system to call an agent

Two reasons for using Visual IVR

Channel shift customers instantly

In its simplest form, Visual IVR lets you send links to customers and tracks whether the link that was clicked. If a customer returns you can identify them as a Visual IVR user and, based on your business rules, decide whether to direct them to Self-Service or an agent.

BEST FOR: Answering FAQs, especially those with pictures or diagrams. Simple Self-Service such as payments, meter reading or channel-shifting customers to Web Chat.

OUTCOME: Quickly answer common questions, drive customers to use digital Self-Service or channel shift voice contacts.

Keep customers on the phone

For more involved queries you can let the customer stay on the phone whilst browsing Visual IVR. The customer can choose the point at which they select from on-screen prompts to 'hang up', 'return to call', or 'get help' to be transferred to the contact centre.

BEST FOR: Complex Self-Service tasks that may need agent assistance such as choosing new tariffs, making applications or filing a claim.

OUTCOME: Increase automation whilst providing extra support for more complex or personal enquiries that the personal touch an agent can provide.

Two ways to deliver Visual IVR

Embed Visual IVR in your website or app

We can provide you with code to add to your website that interacts with our solution. We can also provide API documentation should you wish to integrate directly, as well as support with the implementation.

BEST FOR: Encouraging channel-shift to digital Self-Service and reducing the need for the customer to call at all.

OUTCOME: Reduce the volume of calls to the contact centre by driving customers to your website to take advantage of your digital Self-Service

Send customers to standalone solutions

We can provide you with stand-alone web pages to handle customer queries using our Knowledge Base, channel-shift callers to our Web Chat solution or build stand-alone or CRM integrated web pages to handle customer queries and take PCI DSS compliant payments.

BEST FOR: When you want a solution without involving your website team or provider. A tactical solution to help gain the benefits of digital transformation as soon as possible.

OUTCOME: Increase customer automation to get your digital transformation project going.



Our solutions are delivered via the Eckoh Experience Portal.

Visual IVR works well with Messaging and IVR