

Think You Might Benefit from IVR Monitoring? Answer These 5 Questions to Find Out.

You're probably using interactive voice response (IVR) to optimize your customers' experiences, enabling them to access information, make payments, and handle other tasks quickly and effortlessly. But although IVR is a useful tool for increased business productivity and better customer engagement, like any system, it can become complex and prone to performance issues over time.

IVR monitoring is a system to ensure that your voice response is always up to the task of serving your customers. Here are five key considerations to determine if IVR monitoring can improve your business:

1

Do you process payments through your IVR system?

If your customers can pay their bills or make purchases through your IVR system, then reliability is essential. As customers become more accustomed to making payments via the phone, a sudden inability to do so can seriously hamper your image. When your IVR payments lag, it also affects your revenue streams. IVR monitoring ensures that anytime a system experiences heavy volume or downtime, customers do not feel lag or problems in making payments.

2

Have you experienced IVR system outages in the past?

If your business relies heavily on your IVR system, then you know the pain that an outage can cause. Companies often do not think about IVR monitoring until a problem arises and threatens productivity, customer experience, or other crucial considerations. IVR monitoring is a proactive way to avoid system outages and ensure smooth and responsive customer service. If you've experienced downtime in the past, IVR monitoring can ensure it doesn't happen again.

3

Are you required to monitor your IVR system?

Some industries, such as banking and finance, are required to monitor their IVR systems. If you are required to monitor, then compliance should be a priority. Keep in mind that not all monitoring is the same. It may be that although your monitoring meets federal requirements, its benefits might not be maximized. Ensure compliance and reduced downtime by incorporating IVR monitoring that goes beyond internal monitoring at the server level to capture telecom and customer experience issues.

4

Does your industry rely on IVR?

Some businesses use IVR more than others. Healthcare, retail, banks, and government have long used IVR systems as core components of customer experience. If your business is in any of these fields, IVR can help meet customer expectations and streamline processes, even if you've never experienced issues with your systems before.

5

Would you like to get to know your customer better?

IVR enables businesses to tap into capabilities and customer data. If systems are not functioning properly, then this value is diminished. For example, your IVR system can include surveys that directly ask pertinent questions. IVR monitoring can also collect data based on how customers interact with the system, powering increased efficiencies and determining the most optimal pathways for calls.

