



Don't Make Them Wait:

**Faster Resolution
Moving From IVR
to Digital**

When a Customer Calls



When a customer calls, they want results, not hold music.



Nuance IVR to Digital gives customers options that lead to quicker results and reduce call center costs.



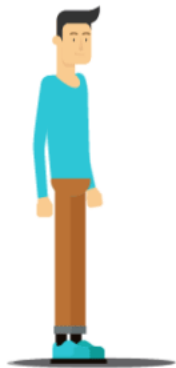
Customers can move out of the IVR and resolve their issue through a digital experience using text messaging or the mobile browser.



Informing those customers of speedier options decreases total hold time, improves customer satisfaction, and reduces pressure on the call center.

A Tale of Two Customers

meet Oliver and Pam



Both Oliver and Pam need to call their bank. Oliver's bank doesn't have IVR to digital. Pam's does.



Without IVR to Digital, Oliver has to wait for an available representative.



Total Time Elapsed



With IVR to Digital, Pam has the option to leave the IVR for lower-cost digital channels.



Despite the presence of other channels, call volumes remain high.

Customers want digital channels. How often do you think they'd prefer to resolve things digitally?



IVR to Digital meets omni-channel expectations. Customers are transferred with context and don't have to repeat information.

Consistency across channels is important. How much do you think customers want it?

Outcomes



Total Time Elapsed



Someone
will be w
you soo

It doesn't take long for a caller on hold to get frustrated—the average customer gets fed up within 9 minutes. Without options, a customer feels powerless and their loyalty drops.



Pam's bank offered her another option via a digital channel and after only a few minutes resolved her issue. Pam is satisfied, and representatives are freed up to deal with customers who truly need them.



Total Time Elapsed



\$6

Keeping a customer on hold degrades their loyalty and costs money. Also, dealing with angry customers can affect the job satisfaction and performance of call center representatives.



Phone calls cost \$6.

50¢



Customers who solve their problems with an IVR to Digital experience learn how to get assistance on other channels later, empowering them and saving you money.

Digital channels start as low as \$.50 per engagement

Everyone Benefits

Find out how IVR to Digital helps everyone.



Caller

•



Contact Center
Agent

•



Contact Center
Manager

•

For Callers/Customers IVR to Digital is:

QUICK: Many problems can be easily solved on other channels.

EASY: Customers do not need to repeat information.

CONVENIENT: Available any time of day.

EMPOWERING: They learn to solve future problems.

For Agents IVR to Digital is:

CONFIDENCE-BUILDING: Happy callers mean less turnover.

VALUABLE: They only speak with customers who truly need their assistance.

FRIENDLY: Without long hold times, customers are more personable.

SATISFYING: Agents have better job satisfaction.

For Managers IVR to Digital is:

COST-EFFECTIVE: Save time and money with decreased call volumes.

EFFICIENT: Reduce the need for additional unnecessary staffing.

RELATIONSHIP-BUILDING: Customers learn the convenience of digital channels, reducing future call volume.

INFORMATIVE: Build better loyalty by respecting customers' time.

Start Answering Your Customers Better



Total Time Elapsed

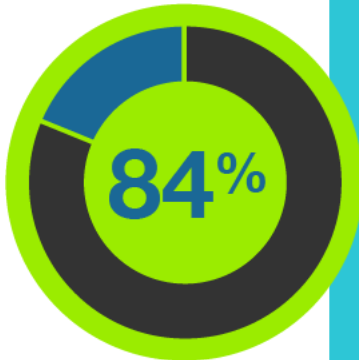
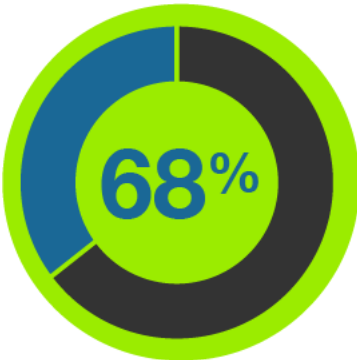
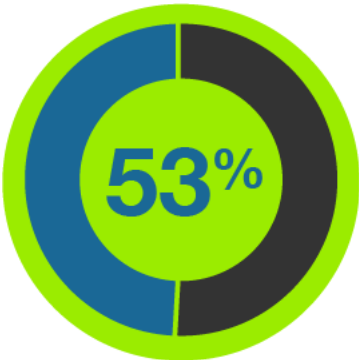


41% of customers post about their call center experience on social media. During a long experience on hold, what they share will likely be negative.

47% of consumers will stop doing business with a brand after a bad IVR experience.



What percentage of customers do you think want proactive communication from brands?





What percentage of customers do you think consider live chat assistance to be one of the most important website features?



Start Answering Your Customers Better



Total Time Elapsed

Speed them to solutions on other channels, avoid long holds, and free up your call center.

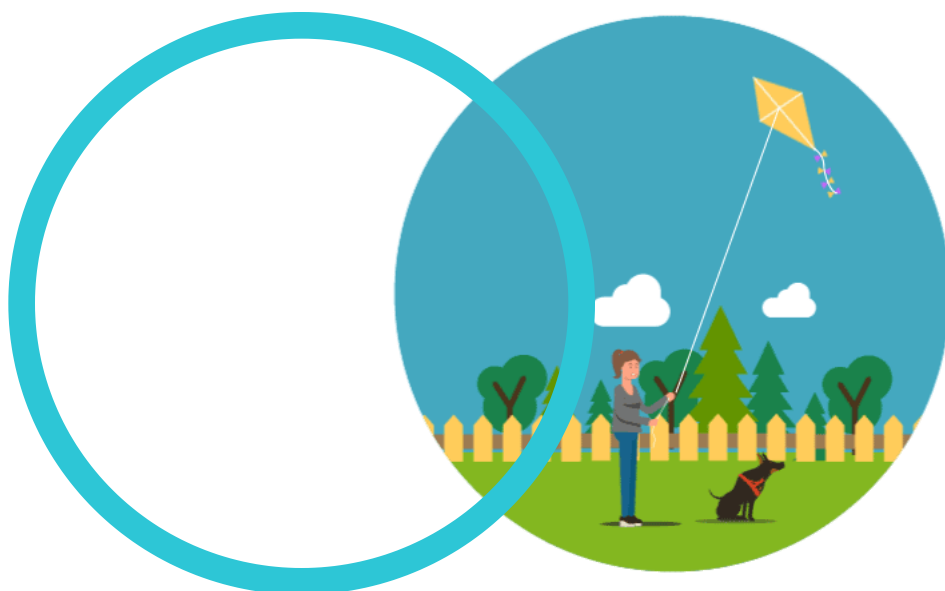
Don't Make Them Wait On Hold This Long



Total Time Elapsed



After nearly 10 minutes, Oliver can finally speak to a representative. During this time, the bank's relationship with Oliver has eroded.



IVR to Digital solutions resolve customer problems quickly at a lower cost. Preserve customer loyalty and satisfaction while allowing call center employees to work on more complex issues.

Learn more about our [IVR to Digital solutions](#) to improve both customer experience and your call center's bottom line.

Talk to us about how to create seamless, intelligent omni-channel experiences. Request a discovery call with a Nuance CX specialist at CXexperts@nuance.com

SOURCES

1 Forrester; 2, 3 GMI; 4, 5, 6, 7 Wakefield Research; 8 GMI; 9 GMI; 10 American Express; 11 Wakefield Research; 12, 13 The Conversation US; 14 GMI

Nuance Enterprise is reinventing the relationship between enterprises and consumers through customer engagement solutions powered by artificial intelligence. We aim to be the market leading provider of intelligent self- and assisted-service solutions delivered to large enterprises around the world. These solutions are differentiated by speech, voice biometrics, virtual assistant, web chat and cognitive technologies; enabling cross-channel customer service for IVR, mobile and web, Inbound and Outbound; and magnified by the design and development skill of a global professional services team. We serve Fortune 2500 companies across the globe with a mix of direct and channel partner selling models.

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