

## 4 types of SMEs that need HIVR

For an enterprise to succeed in today's competitive world, it needs to be able to interact with customers effectively. Customer experience is a factor that has a significant impact on future buying and advocacy patterns, and needs to be leveraged in the right manner for businesses to grow. In the case of SMEs this is even more vital, as larger organisations have larger marketing budgets with which to reach their audiences. Hosted IVR is an offering that helps connect small and medium enterprises to their customer base and present a professional, high quality interaction.

### **How is Hosted IVR (HIVR) different from other communication solutions?**

HIVR allows for all the benefits of a standard IVR over the cloud, which can result in significant savings, as there is zero infrastructure cost. It is fully customisable and is a solution that can cater to almost all industries and businesses. In an age where both appearance and substance are needed by businesses in equal measure, it offers a degree of professionalism to the organisation. Here are four industries that can gain significantly from this solution:

**1) Restaurant/hospitality:** Restaurants are always vying with each other to get more people to visit their establishments. SMEs in this sector need to have a professional feel to them and having a Hosted IVR lends credibility in the minds of the customer to the brand.

**2) Travel/tourism:** Trusting an organisation with money is a daunting step for any customer, and for SME's in travel this represents a major hurdle. Hosted IVR allows for customers to contact various teams, and creates a perception of efficiency that might not usually be associated with a small organisation.

**3) Food delivery services:** Many startups in the food delivery ecosystem have reaped a rich digital dividends thanks to existing technologies such as real-time tracking of assets and AI-based delivery allocation. HIVR allows customers to contact the business, make enquiries and check on status of order delivery in case they are unable to track their package; or, if they just want vocal confirmation. Again, HIVR's ability to segregate calls to appropriate departments allows for quicker issue redressal and in the long run can benefit the organisation tremendously.

**4) Logistics:** Rapid growth is possible through accelerated business, and organisations that want to achieve this need to find ways to maximize customer delight without affecting their overheads. An IVR is a necessity for customers to be able to address various issues with the delivery process and to provide feedback. Hosted IVR helps businesses overcome these challenges as it is completely hosted on the service provider's infrastructure. So, for a monthly rental and charges as per usage, businesses can take on larger competitors without the need of diverting attention or resources.