What Is an Interactive Voice Response System?
An Interactive Voice Response (IVR) system is contact centre software that enables callers to choose from a menu of automated prompts. It directs them to the most appropriate resource for their query’s resolution.

Features of Tata Tele Business Services’ Hosted IVR
The Hosted IVR system by Tata Tele Business Services (TTBS) comes with ready-to-use infrastructure. It does not require your business to invest in additional hardware and software systems.

The key features of our Hosted IVR are:
- Welcome greeting
- On-demand scaling of channels
- Availability of Level 1 to Level 4 options
- Facility to transfer calls to a group of numbers
- Call recorders
- Ability to monitor and analyze calls in real-time
- Preferred agent feature
- Option to upload audio prompts
- Time of day routing
- DTMF-based routing
- Out of office service
- Voicemail reception

Business Benefits of the Hosted IVR
- Offers self-service portal to customers, saving time.
- Reduces costs of customer service.
- Collects information about callers.
- Supports handling of high call volumes.
- Improves first contact resolution.
- Leads to better customer experience.
- Boosts brand image.
- Gives reports on unattended calls received in non-business hours.

More Reasons to Use IVR:
Facts
- For several scenarios such as tracking shipments and accessing personal account data, customers prefer an IVR over a live agent.
- 77% of the customers agree that valuing their time is the most important thing(690,934),(993,995)
- 85% of contact centres use self-service capabilities enabling callers to help themselves.
- 85% of the customers agree that taking their time is the most important thing they can do when talking to a contact centre agent.

Sources