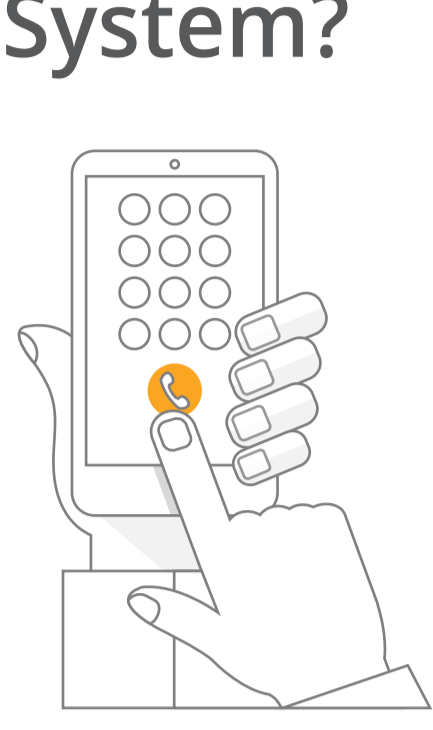


Business Benefits of Hosted IVR for Customer Services



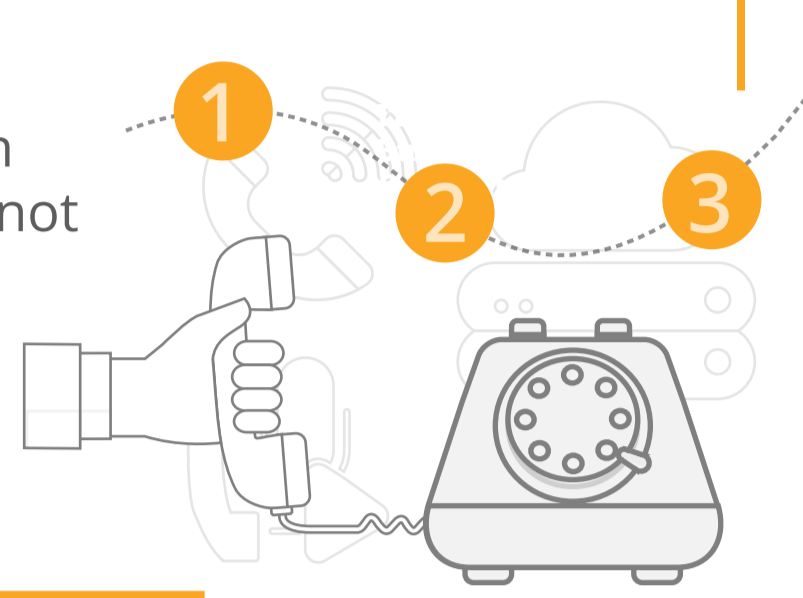
What Is an Interactive Voice Response System?

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.











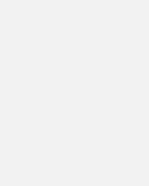



Features of Tata Tele Business Services' Hosted IVR

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
-  Voice recording facility
-  Call history reports
-  Ability to monitor and analyse calls in real-time
-  Preferred agent feature
-  Option to upload audio prompts
-  Out-of-office service
-  DTMF-based routing
-  Time-of-the-day routing

Business Benefits of the Hosted IVR



Offers self-service portal to customers, saving time.



Reduces costs of customer service.



Supports handling of high call volumes.



Collects information about callers.



Improves first contact resolution.



Leads to better customer experience.



Gives reports on unattended calls received in non-business hours.



Boosts brand image.

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.
- Forrester

77% of the customers agree that valuing their time is the most important thing a business can do to provide them with good service.
- Forrester

85% of contact centres use self-service capabilities enabling callers to help themselves.
- Aberdeen Group

Sources: <https://go.forrester.com/blogs/consumer-expectations-for-customer-service-dont-match-what-companies-deliver/>
<https://www.aberdeen.com/featured/blog-self-service-during-economic-downturn/>