IVR Design
Fact Sheet

The best applications work back from the needs of the customer

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IVR UX DESIGN

THE BEST APPLICATIONS START WITH THE NEEDS OF THE CUSTOMER, AND WORK BACKWARDS FROM THERE.

Our IVR user experience (IVR UX) designers take an "outside in" view to design an application that meets your callers' needs and helps you achieve your business objectives. Choose our complete suite of design services, outlined below, or just the help you need to complement your in-house resources.

DISCOVERY

Before we start designing your new IVR application, we need to know how things stand today. We'll conduct a short, detailed discovery project to understand the current customer experience in the IVR; what your callers need; and your own business and technical requirements.

You'll get storyboards and recorded audio samples outlining a vision for the new IVR experience; an analysis of technical feasibility; and a business case with ROI projections. We'll also provide a phased, high-level plan for delivery.

UX DESIGN AND USABILITY TESTING

We combine our own tools and expertise to create and test a voice user interface (VUI) design that will delight your customers and deliver the desired business outcomes. We take a user-centered design approach on every project, carrying out customer journey analysis, call listening, focus groups, and usability studies to ensure the final application fully meets your callers' needs.

When the design work begins, we'll share progress with you via our Eclipse-based design tool, which allows multiple people to collaborate on the design and maintain it over time. It offers role-based views for designers, developers, test engineers and recording studios – all in an open XML format with the option to export the design as a MS Word Document.

» IVR design

» Cross–channel design

» Re-design

» Usability testing

» Design tool (with hosted subversion)

» Training

PERSONA DESIGN

Persona is a vital element of your IVR application. It's not just a voice; it's the impression people take away of your brand, and the glue that pulls the interaction together and makes it usable. A clear, consistent persona allows your caller to engage easily and naturally with your IVR application – as if it were a real conversation rather than an interaction with a machine. Once we've designed your IVR persona, we will cast the right voice talent and handle all voice recording in our professional studio.

» Persona design

» Voice talent casting

» Persona testing and selection

» Audio recording and production

ON-HOLD EXPERIENCE DESIGN

Waiting on hold can be a major source of frustration for callers. But research has shown us that, with the right design, the hold space presents opportunities to engage callers, provide useful information, reduce frustration and call backs, and improve first call resolution and brand perception.

We draw on our understanding of your callers' priorities and goals to design an engaging audio experience with professional audio production, including interactive designs where callers can complete tasks or request a call back. If appropriate, we'll use customer data to deliver personalized information to callers while they wait.

» User insight: demographics, mindset, priorities and goals

» Understanding of your brand

» Design in the context of the end-to-end customer journey

» UX prototype research

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OPEN SPEECH SYSTEM

Some applications call for more advanced speech recognition technologies, often referred to as 'Open Speech', 'Natural Language', 'Say Anything', 'How May I Help You' or 'HMIHY' systems.

Here, instead of asking the customer specific questions, the system asks the customer to describe the reason for the call in their own words. Advanced statistical modelling techniques are used to 'learn' the different reasons that people call, and how they describe them.

There are some important advantages to Open Speech, but also some downsides, like higher setup and maintenance costs. At VoxGen we would never automatically recommend Open Speech – we will always conduct an analysis to make absolutely sure it's the right approach for your needs.

» Open Speech analysis

» Open Speech system design

» Data collection and transcription

» Statistical model development

» Tuning

OPTIMIZATION

Go-live is never the end of the journey. It's when you find out how customers respond to the system in the real world, so you need to watch carefully for any experience issues; make improvements quickly; and use the data you collect to tune the system further. VoxGen can help with ongoing monitoring, tuning, and optimization of your IVR application over time.

» Pilot

» Performance analysis

» Customer journey analysis

» Customer satisfaction

» Call back surveys

» Tuning

ONGOING DESIGN SERVICES

The business and customer experience benefits of your new IVR application don't all materialize on day 1. They're delivered incrementally over the long term, so it's essential to keep your systems continuously updated and maintained as your business and your callers' needs evolve. VoxGen provides ongoing design services at discounted rates to ensure your IVR experience keeps pace with the changing needs of your business and customers.

» Prepaid design packages

» Ongoing recording and audio management

» On-hold updates

» Ongoing performance analysis and customer satisfaction measurements

» Design optimization and tuning

VoxGen™

Get Started with a Free IVR Assessment

We'll put the IVR through its paces and report back to you on:

» Your IVR "persona": does it accurately reflect your brand?

» Your IVR dialog design: does it get callers what they need, fast?

» Your on-hold experience: is it helpful, or excruciating?

» Cross-channel integrations: can callers complete inquiries in other channels?

» Areas that require immediate and longer-term attention

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