

## CASE STUDY |

# The Value of Intelligent IVR is Concrete, Not Conjecture

## High Adoption Rates – Such as Those at Murfreesboro Water and Sewer District – Can Hugely Impact Your Utility’s Bottom Line



When Murfreesboro Water and Sewer District (MWSD) selected Vocantas’ interactive voice response (IVR) solution Utilities OnCall™ a year ago following a competitive bid process, the aim was to deploy a commercial off the shelf (COTS) IVR solution to provide IVR services to end user customers and to free up CSRs to handle more complex issues. Ideally, the solution was to offload routine inquiries from the CSRs; a year’s worth of data proves that Utilities OnCall has done so much more.

In March 2015, shortly after deployment, MWSD saw 22% of customers using IVR for payments, and 63% of calls stayed within the IVR. MWSD considered this as proof of the Utilities OnCall program’s success; after a month, the utility was seeing a return for their investment with increased efficiencies. Now, a year later, call containment has increased more than 10%, the percentage of customers using

# 76%

of calls were

**CONTAINED BY THE IVR.**

the IVR to make payments has doubled, 44% of customers have been using the IVR to make payments, and 76% of calls were contained within the IVR system in March 2016! The high adoption rate is evidence of Vocantas’ 10 years of experience in providing IVR systems to utilities, sharing best practices, offering call flow optimization recommendations, and providing the seamless integrations that define Utilities OnCall services.

So, why does it matter if customers prefer your IVR over speaking with a live agent? The answer is simple: the customers save time and your operation saves money.

The industry standard prices the average cost per call when the customer does not exit or transfer out of the IVR at 10 cents to 25 cents. The average cost per call as soon as a live agent gets involved is an enormous \$5 to \$25. To demonstrate the tremendous difference, observe this comparison, based on the 76% of calls (a total of 1,977) out of 2596 that were contained in the IVR system during the month of February at MWSD (below):

### AVERAGE COST PER CALL (Industry standard)

*Calls contained in the IVR*      *Calls transferred to a CSR*

**\$0.10 to \$0.25**      **\$5 to \$25**

1977	1977	1977	1977
x \$0.10	x \$0.25	x \$5	x \$25
<b>\$197.70</b>	<b>\$494.25</b>	<b>\$9885.00</b>	<b>\$49 425.00</b>

\$9885.00	\$49 425.00
- \$197.70	- \$494.25
<b>\$9687.30</b>	<b>\$48 930.75</b>

# SAVINGS

**\$9687 to \$48931**

With savings worth more than \$9000 in a single month, you can see why both MWSD staff and customers are smiling. Intelligent IVR is not just for utility giants; high call containment translates to real, tangible dollars that benefit even the smallest utilities.