



VBVoice™ Reduces Excessive Call Traffic to Call Center

Problem:

A call center that handles telesales and customer service of an electronic appliance manufacturer was experiencing excessive call traffic caused primarily by routine inquiries about products and warranties. As a result, less attention was being devoted to actual sales of the electronics and a high number of customer service agents, working long hours, were required to handle the call volume. It was also difficult to measure the amount of call traffic and the quality of the customer service calls for auditing purposes.



Solution:

To offload the excess traffic caused by callers with routine inquiries and to allow the customer service agents to focus on sales and improving customer service, the call center decided to evaluate the benefits of implementing an interactive voice response (IVR) solution. The call center realized that using an IVR solution would not only solve the problem of excess traffic, but would allow them to inform callers of marketing information and promotions as well. After assessing IVR system options, the Customer Service and Telesales manager made the decision to build their IVR on the VBVoice™ IVR platform using the developer

Econux Ltd. VBVoice offered the flexibility and customization that the call center was looking for to build a solution that met and supported their needs, goals, and expectations for redirecting routine inquiries, keeping callers informed of company news and promotions, and improving customer service.

Along with the flexibility and customization of VBVoice, it also seamlessly integrates with other applications like customer relationship management (CRM) systems. The new IVR system was developed in a matter of months and has been live and taking calls since November 2014.

Result:

When the company went live with the new VBVoice IVR, they were able to offload call traffic to the IVR, improving efficiencies and saving costs in terms of staff time and management. Agents are now able to refocus their priorities to sales and callers who require personal attention. The call center uses the IVR to allow callers to self-serve their routine inquiries and to output marketing information through IVR announcements. With the IVR, the call center can take measurements of the calls, call quality and performance to improve customer experience and provide exact information for auditing.

They also have a better understanding of call traffic trends within the call center. The management at the call center found the VBVoice IVR to be a valuable system that will allow a lot of flexibility and customization to achieve various goals going forward.

Summary:

A call center that provides telesales and customer service for an electronic appliance manufacturer decided to implement an IVR solution to offload call traffic. The aim of the call center was to devote more time to customers that required personal attention. They also wanted the IVR to help measure the call traffic experienced by the call center. Too many routine calls were affecting the volume of call traffic and it was difficult to measure the traffic and the quality of the customer service being given. After considering alternative IVR solutions, VBVoice was chosen to be used as the platform for the new IVR system. The IVR was deployed after some months of development, and already the call center can obtain useful metrics that offer informative data on call traffic and traffic trends. They are also directing marketing information through the IVR to offload traffic. 

IVR YOUR WAY

With options as unique as your requirements, Pronexus can help you get there faster. Pronexus has hundreds of customers using VBVoice to deploy IVR solutions that cut costs, streamline internal processes and improve customer service.

Are you looking for a ready-to-deploy IVR (Interactive Voice Response Solution)? You can visit the IVR Solutions section on pronexus.com to search for a Pronexus partner that offers innovative IVR solutions featuring Pronexus VBVoice™.

Fast-forward to reaping the benefits of VBVoice and buy a ready-to-go IVR from a Pronexus customer.

Pronexus

Established in 1994, Pronexus specializes in telephony, speech and database integration technologies. Our flagship product VBVoice IVR software enables developing feature-rich inbound and outbound IVR solutions that improve customer service and streamline internal processes. Thousands of companies all over the world use VBVoice in applications varying from auto-attendants to automated payments, fax applications, notifications, polls and surveys. Part of our business model is to provide customers flexibility to choose between developing an IVR application in house, leveraging Pronexus' Professional Services or buying a turn-key IVR application from one of our partners who have integrated VBVoice into their solutions.