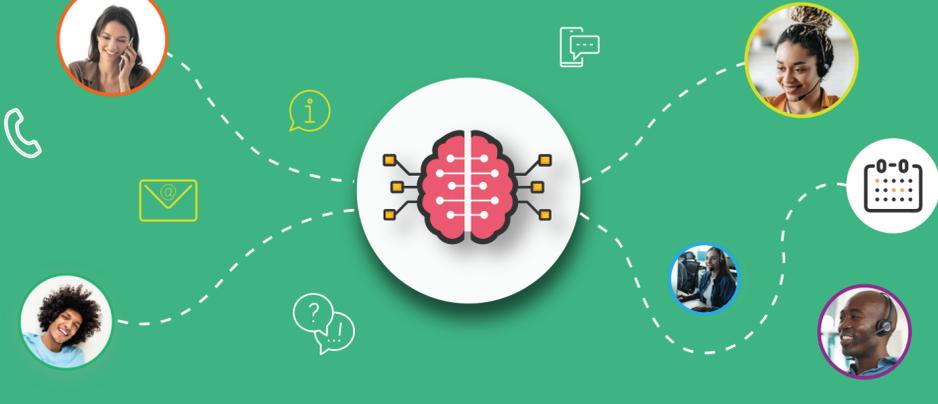


Enhance Productivity Using ContactLoop's Interactive Voice Response (IVR)

Identify Higher Intent Callers, Reduce Agent Workload & Organization Costs



Low-Quality Calls & Poor Filtering Causing High Operation Cost

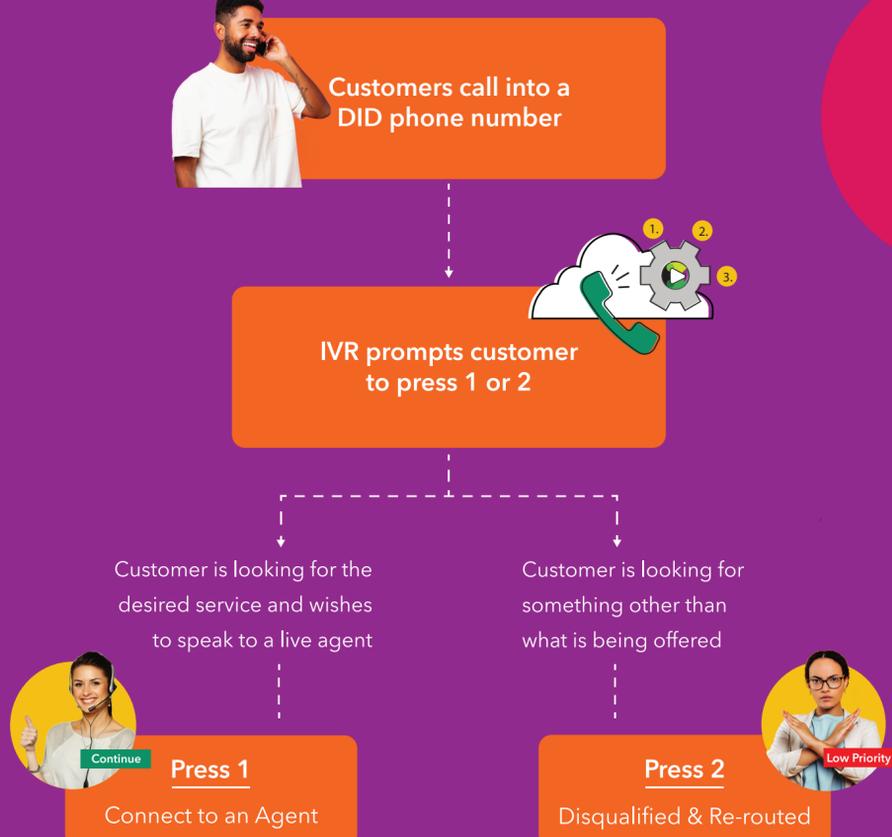
Large quantities of low-quality calls contribute to **operational inefficiencies** and a stressful call center work environment. Long call queues, frustrated customers, and lengthened on-hold wait times cause **low customer satisfaction** and **call agent demotivation**.

These inefficiencies lead to **overinflated overhead costs**, including personnel wages, minute usage costs, dialer seat counts, call center management time, quality control expenses, and more.



IVR Filtering Allows Agents to Focus on High-Intent Callers Generating More Revenue-Per-Agent

ContactLoop's Interactive Voice Response (IVR) works by filtering out low-quality calls, allowing agents to service high conversion intent callers in three easy steps.



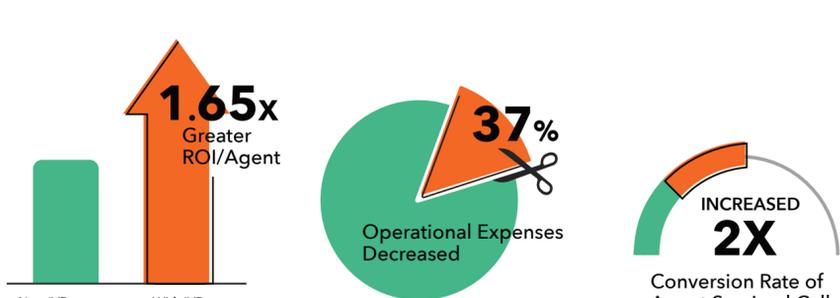
This method of filtering, though simple, greatly reduces the number of agent handled calls, increases the sales conversion rate of serviced calls, and improves agent ROI.

IVR Filtered Calls vs. Direct-To-Agent Calls

Through a controlled even-split test, we directed half of the inbound calls through an IVR, and the other half connected directly with an agent.

The result was a decrease in short-duration agent-handled calls for the IVR-gated segment, which led to a **2x increased conversion rate from 8% to 16%**. For qualified calls of over 2 minutes, the **sales conversion rate increased by five points**.

Although there were fewer calls in the IVR segment, **65% more sales were made per agent** compared to the direct-to-agent segment.



A Rental Organization Boosted Lead Qualification Rate to 66%

An American, nationwide-operating rental organization with a fundamental business interest in increasing sales staff ROI, implemented ContactLoop's IVR system to maximize revenue generated per agent.

This implementation successfully **increased the qualification rate from 40% to 66%**, which translates to increased revenue, lower quantity of unqualified leads, and more efficient use of agent call-time.



* Calls that lasting over 2 minutes

Optimizations That Ensure Better Results

Challenge	Solution	Our Product
<p>01 Poor filtering and low-quality calls causing high call operation costs</p>	<p>Customized IVR Messages Filter caller intent with keypress options</p>	
<p>02 Customer long on-hold wait times leaves low customer satisfaction and agent demotivation</p>	<p>AI-assisted Automated rescheduling, callbacks, and opt-outs based on keypresses</p>	
<p>03 Call center inefficiencies and poor metrics</p>	<p>Track Drop-Off Rate Set call-related benchmarks and optimize call journey accordingly</p>	