



NICE · nexidia

Integrated Voice Response (IVR) System Optimization

CUSTOMER ENGAGEMENT
ANALYTICS PORTFOLIO

NICE Nexidia is built around the understanding that analytics is more than just another product to add to the stack. It requires the right approach, knowledge and organizational alignment — we like to call it being **Analytical by Nature**.

Analytics lives in the core of every business. It requires the right approach, knowledge, and organizational alignment in order to succeed. According to a recent NICE customer survey, customer experience has overtaken price and product as the key brand differentiator for consumers. But gaining the skills and insight needed to achieve best in class customer experiences requires that you build analytics into your very nature.

On the micro level, we provide you with deep insights on how to improve the quality and effectiveness of masses of individual interactions. On the macro level, we provide solutions that enable you to track and understand the customer's entire journey across all touchpoints.

As the only company analyzing and correlating all levels of each customer engagement, NICE Nexidia brings a unique added value. It adds context to each interaction, allowing for a granular understanding of every element of the journey. At the heart of customer engagement analytics is Nexidia Analytics. But when cost to serve and reducing customer effort are the overall goal, it requires taking a very close look at one of the major tools that can achieve these outcomes: IVR Optimization.

NICE Nexidia delivers on the promise of the optimized customer experience.



Reduce Costs and Engage Customers with IVR Optimization

WITH NICE IVR OPTIMIZATION, YOU CAN VISUALIZE THE IVR FLOW FOR ALL CUSTOMERS, FROM ANY POINT IN THE IVR JOURNEY

Flexible and easily customized to specific business cases, it enables you to identify choke points, reduce the number of calls to the contact center and reduce costs. This in turn reduces the customer effort required in certain business cases, which aids in raising the bar of customer satisfaction.

VALUABLE INSIGHTS

Research shows that **82% of customers are dissatisfied with the IVR process**. Now that you can improve your customers' experiences in the IVR and reduce your cost to serve along the way, why wouldn't you?

Studies show that **a third of customers dislike the long and confusing IVR menus**, while 60% of them would rather bypass IVR self-service entirely to speak with a live agent.

Only 7% of organizations invest in IVR to deliver a better experience. And yet for a contact center with 1500 agents, **an improvement in IVR containment of just 1% means \$1M in annual cost savings**.



USING NEXIDIA ANALYTICS FOR ADDITIONAL INSIGHTS PROVIDES A SOLID FOUNDATION TO BOOST IVRO RESULTS

Data is integrated from all customer touchpoint from email, chat, IVR and call center to web, mobile, social, retail and even agent notes, to providing a 360-degree view of customers and uncovering insights that empower you to take action.

With IVR Optimization, you can:

- Visualize and analyze customer journeys within the IVR
- Analyze specific scenarios (e.g. authentication, payments) to focus on key outcomes
- Leverage advanced analytics to identify complex menus and flows, automatically recommend optimizations and predict outcomes
- Compare IVR routing logic with Nexidia call categories to isolate mis-routing problems
- Build executive dashboards and reports to monitor IVR KPIs such as containment, authentication and self-serve rates

QUESTIONS TO ASK

- What is your IVR containment today and how do you currently understand what's driving containment?
- Is your IVR routing customers to the correct agent queue?
- How do you measure customer effort and experience in the IVR, and how do you plan to improve it?
- How do you get visibility into where your customers are dropping out of the IVR?

Complete Customer Engagement Analytics Portfolio

- Nexidia Analytics
- Customer Journey Optimization
- IVR Optimization
- Digital Containment

NICE Nexidia's Customer Engagement Analytics Portfolio provides an integrated gateway into the full offering available within the NICE portfolio, boosting the advantages of Workforce Optimization, Quality Central, Performance Management, and Compliance Center, among others.

