



UNIVERGE BLUE® ENGAGE  
**INTERACTIVE  
VOICE RESPONSE**

## **OPTIMIZE THE FLOW OF YOUR CUSTOMER INTERACTIONS, IN MINUTES**

Interactive Voice Response (IVR) systems have been around for a long time. When configured correctly, they can help boost sales, reduce churn, and increase customer satisfaction by enabling customer interactions to be quickly and efficiently routed, handled, and reported on.

IVRs are automated telephony systems that interact with callers, gather information, and route calls to the appropriate recipient. When customers have a straight-forward matter to address (e.g. checking an account balance or paying a bill), the IVR helps these customers self-serve without using up the time of a live agent. When a customer's problem extends beyond the dynamic menu, the IVR system can quickly lead the caller to the most relevant agent available.

UNIVERGE BLUE ENGAGE Interactive Voice Response (IVR) gives your customers options on how they wish to be assisted and enables them to get to the right information or agent for more personalized service. It also provides customers access to information during a business's off hours such as their personal account information.

ENGAGE IVR prompt examples:

- An initial greeting/welcome
- The option for language preference (if offered)
- Self-service informational prompts that provide answers to common questions such as hours of operation, location, or any other pertinent information related to the business and access to their personal account data
- Choices for what the customer wants to accomplish such as make or cancel an appointment, place an order, access their account, or speak to someone in customer service or a particular department such as customer service, etc.

**What makes UNIVERGE BLUE ENGAGE IVR different?  
Configuration and deployment is CRAZY SIMPLE!**

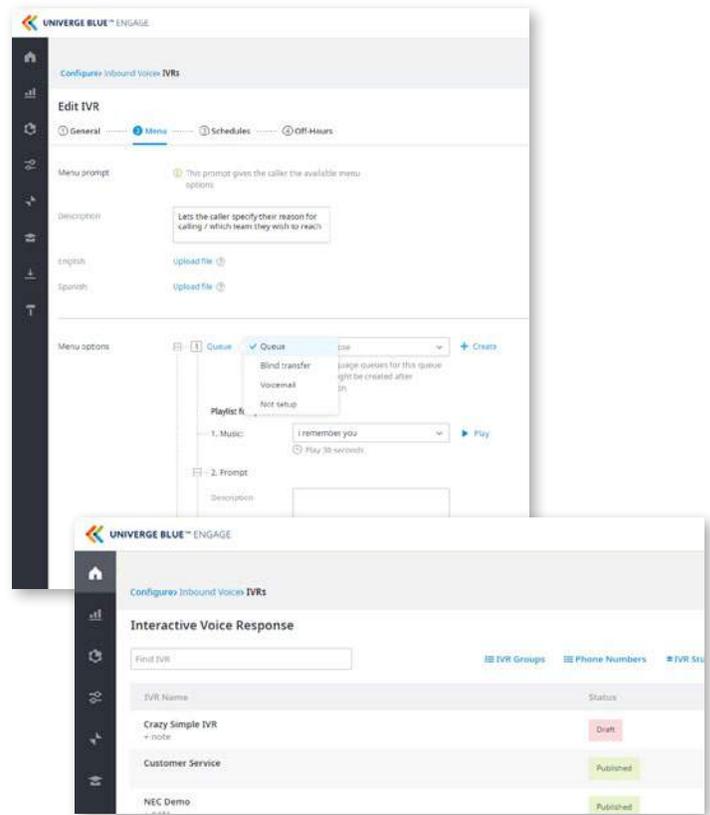
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## CRAZY SIMPLE STEP-BY-STEP CONFIGURATION WITH EASY-IVR

From an administration perspective, IVRs typically require specialized teams to configure them, due to how complex they can be to set up. If not deployed optimally, calls go unanswered because they're routed improperly, menus can confuse and frustrate customers, opportunities to inform and upsell are missed, and the list goes on. With ENGAGE IVR's user-friendly intuitive wizard, Easy-IVR, complexity is a thing of the past. With Easy-IVR, the power of building highly customized IVRs that drive business and improve customer experience is placed directly in your hands. Now, in as little as five minutes, non-programmers can either build an IVR or enhance an existing one through simple, easy steps.

The Easy-IVR builder allows you to design IVRs that have everything you need via a user-friendly toolkit that walks you through the process step by step, while allowing you to inject your own creativity and cater to your unique business needs. With an intuitive interface, guided workflow, and in-context tips, Easy-IVR delivers a streamlined process to help you build an IVR customized specifically for your business.



| EASY-IVR BENEFIT                        | EASY-IVR FEATURE   |
|---|--|
| <b>Streamline and Reduce Complexity</b> | Streamlined, step-by-step, drop-down wizard flow<br>Rendered directly in your ENGAGE administration portal<br>Choose from pre-defined schedules<br>Specify "off-hours" and "no agents" available behaviors   |
| <b>Save Time</b>                        | Complete a basic IVR setup in as little as five minutes<br>Just four main stages (General, Menus, Schedules, Off-Hours)<br>Publish function makes your IVR live immediately, with no additional review or approval process<br>Inline error checking: highlights issues and prompts you to address them prior to publishing   |
| <b>More Control and Customizability</b> | Assign unique names to IVRs, or use auto-appended date/timestamp<br>Specify languages: English, Spanish, French, German, Italian, Dutch, French<br>Record and choose initial welcome prompts, menu prompts, on-hold tracks, etc.<br>Choose from a selection of background music tracks<br>Choose menu routing options (corresponds to caller's keypad): Queue, Blind Transfer, Voicemail |



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## OTHER KEY FEATURES OF UNIVERGE BLUE ENGAGE IVR

### CRM Integration

CRM integration helps agents personalize and better resolve customer calls using computer-telephony integration (CTI) screen pops. With integration for Salesforce and most CRM platforms available, the caller information your agent needs automatically becomes available right on their screen.

### IVR Data & Call Info

Compiles call statistics on a queue-by-queue basis including total calls queued, handled, abandoned, voicemails, callbacks, min-max and average wait times, talk times, and wrap times. If needed, identifying data from the IVR system (account number, job number, etc.) can be associated with the call.

### Outbound IVR Notification

Automated outbound IVR callouts can connect users to a queue to speak to an agent and can be scheduled to ensure you reach customers at a non-disruptive time.

### Multi-Lingual Support

UNIVERGE BLUE ENGAGE IVR system includes multi-lingual support without the need for additional work or set up. For instance, instead of setting up three individual call-flows for Spanish, French, and English, one call flow can work for all of them.

### Private Data Collection

If a user doesn't want their credit card information to be heard directly by an agent, the UNIVERGE BLUE ENGAGE system allows the agent to transfer that person to an IVR menu to input the information. The agent is kept up to date on the caller's progress, and when input is finished the caller returns to the agent uninterrupted.

## IVR TECHNOLOGY AND INDUSTRY SPECIFIC USE CASES

### IVR & Banking

Surprisingly, as online channels have emerged, banking customer satisfaction has decreased. That's why many banking institutions have become reliant on hosted IVR technology for customer engagement. IVR supported telephone banking allows customers to check balances and transaction histories as well as to make payments and transfers. And not only can financial institutions more effectively interact with customers, but they can also extend business hours to a 24/7 operation.

### IVR & Education

The education landscape today is changing monthly, daily, and sometimes hourly! Communication channels are more important now than they have ever been before. Hosted IVR technology for parents and students allows for on-the-fly updates. IVR supported self-service information is a simple and effective way to update information in minutes.

### IVR & Government

Share what is happening in the community. Are face masks required? What are the hours of operation? Where are the voting locations? Make a payment and more! IVR supported options help disseminate information and services for just about any situation.

### IVR & Medical

IVR systems allow callers (patients) to obtain data relatively anonymously. Hospitals and clinics have used IVR solutions to help callers receive anonymous access to test results. This is information that could easily be handled by a person, but the IVR system is used to preserve privacy and avoid the potential embarrassment of sensitive information or test results.

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