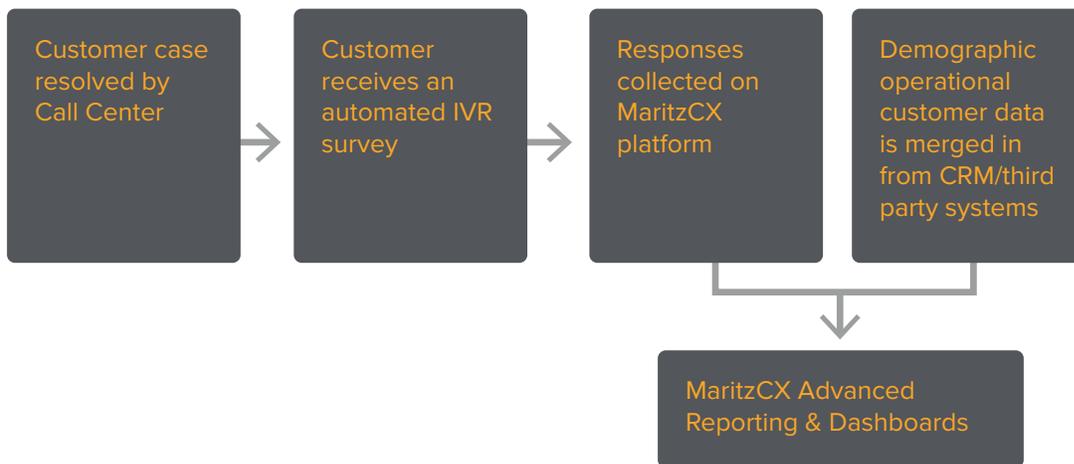MaritzCX™

IVR for Modern CX

Capture feedback more easily, engage customers better and improve the customer experience with modern, omni-channel IVR solutions.

INTERACTIVE VOICE RESPONSE (IVR)

Interactive Voice Response (IVR) is a critical component of today's customer experience programs. It offers a unique role in omni-channel data collection by providing the highest participation rates, easy survey access for the mobile consumer market, event driven outbound or in-bound survey delivery, and the unique ability to capture both closed and open-ended qualitative voice of the customer data.

Providing an immediate, post-interaction survey for customers to provide feedback about their experience means you will have more time to analyze and respond to the data that is useful rather than scouring the web for data that may not be useful.

Enter the interactive voice response (IVR) survey. A well-designed IVR survey can produce an abundance of data in a short period of time that can be analyzed efficiently. Here are the ways in which an IVR survey aids the process of improving customer experience.

| Customer case resolved by Call Center | → | Customer receives an automated IVR survey | → | Responses collected on MaritzCX platform | Demographic operational customer data is merged in from CRM/third party systems |

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MaritzCX Advanced Reporting & Dashboards

1. Make it Easy for Customer to Share Feedback: Sharing feedback through a survey isn't always easy for customers — they can be lost in spam folders when sent through email, and many times customers don't recall the details of their experience, so their feedback becomes less accurate. A well-designed IVR survey makes it easy and timely for customers to give accurate feedback that can be passed through your organization for action.

2. Fast and Everywhere: Good surveys are short, to the point and offered in a timely manner, and many customers appreciate the opportunity to share feedback. IVR surveys can be delivered in all applicable channels that are needed for a modern CX program: SMS, social media, web, email.

3. Making Insight More Impactful: Connecting your IVR survey to non-survey data systems can bring your feedback to life. CRM, financial and other non-survey databases can help to append, link and even trigger IVR surveys, helping to keep sampling strategies efficient and data output impressive.

WHY MARITZCX IVR?

- Easy and rapid integration of surveys into call center CX systems
- Data integrated with case management for closed-loop follow-up
- Closed end and open ended voice data delivered in real-time
- Voice data delivered in a format that is optimized for automated transcriptions
- Voice-to-text transcription solutions with full auditing services
- Scalable platform that supports tens of millions of interviews per month
- Complex questionnaire features included: sample data, skip pattern, question rotation

- Response rates over 35% in many cases
- Key stroke and voice driven survey for mobile consumer
- Captures closed ended and voice of the customer open ended data
- Event-triggered interviews that are direct outbound to the consumer
- Automated survey function for inbound consumer dialing
- Hot alerts and direct transfers to live agents during hours of availability

MaritzCX partners with PinPoint Research to provide IVR solutions. With over 30-years' experience, PinPoint Research pioneered IVR technology application for consumer survey research. Today its proprietary IVR and Speech-to-Text data processing technology solutions enable real-time voice of the customer solutions for call center and retail consumer experience applications.

To demo a product or to contact MaritzCX sales, call 385.695.2800

MaritzCX believes organizations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organizations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. MaritzCX is the combination of the Allegiance award-winning CX platform and Maritz Research strategic consulting services. **For more information, visit www.maritzcx.com.**