

How a Major Retailer's New IVR Implementation Elevated the Customer and Agent Experience



120+

Agents Shifted to a Remote Work Environment



Improved CX & AX

By proactively partnering with LiveVox, the company was able to implement a new Interactive Voice Response (IVR) workflow with Natural Language Processing (NLP) technology powered by AI. Ultimately, this improved call performance, drove greater agent efficiency, and delivered a better customer experience for inbound calls—all while shifting their agents to a work-from-home model.



Use Case

Inbound Calling



Industry

Retail



Solution

Payment IVR w/ Natural Language Processing



Impact

Improved Customer and Agent Experience

Benefits at a glance:

- ✓ AI with Natural Language Processing improved customer & agent experience
- ✓ Optimized efficiency for at-home agents
- ✓ Enhanced the customer experience
- ✓ Drove better performance for inbound calls
- ✓ Increased customer self-service
- ✓ Reduced rates of customer hang-ups
- ✓ Improved handling of inbound call volume

The Challenge

The retailer's outbound outreach efforts were generating a **big influx in inbound call volume**.

This caused an unexpected problem, with some **customers hanging up the phone** the moment they were connected to an agent. Ultimately, this resulted in **wasted agent efforts** and **sub-par customer experience**.

Servicing these calls became even more challenging as nation-wide stay-at-home orders were issued as a result of COVID-19. To make things even more challenging, the company was in the process of **shifting all 120+ agents to a remote work model**.

To find a solution, the retailer and LiveVox took a proactive approach to partnership.

The Solution

The company worked together with **LiveVox's Business Consulting and Business Review Teams**, a group of veteran contact center strategists and technical account managers, to take a closer look at their workflows and call analysis. Upon further review, they saw **customers were hanging up as soon as agents introduced themselves**.

They suspected that customers were simply responding to missed calls, but only momentarily interested in learning the identity of the missed caller. These customers were not yet ready or willing to speak with an agent.



It was important for us to be in lockstep with our client in delivering the tools and best practices they needed to adjust to the pandemic. One of the key differentiators of LiveVox is the ability to centralize typically disparate data. We examine both macro and micro trends that impact our clients. Proactive leadership from our client helped to foster innovative strategies and we're happy to see that the impact of the pandemic so far has been minimized."

— **Jason Queener**

Sr. Dir. Business Consulting
LiveVox

Together with LiveVox, the retailer decided the best solution was to **adjust the Interactive Voice Response (IVR) workflow and implement Natural Language Processing (NLP) technology powered by AI**. This way, customers could be provided with an initial greeting and options for self-service without the need for a human agent, as well as continuously optimize the IVR system over time using NLP and AI.

This solution enabled customers to understand who was calling, while also providing an option to fulfill a service need without engaging an agent.

The goals were ambitious:

- 1. Improve call performance**
- 2. Optimize agent efficiency**
- 3. Deliver a better customer experience**

All while shifting their 120+ agents to a work-from-home model.

The Result

The retailer implemented the new IVR strategy and used Natural Language Processing (NLP) powered by AI to optimize their system.

Because callers heard an IVR greeting followed immediately by options to self-serve their needs, the retailer found that fewer customers were hanging up. Even as their workforce shifted to a remote work model, the company was also able to provide a **better call experience and workflow for their at-home agents**.

With the help of LiveVox's operational expertise, performance analytics solution, and flexible cloud platform, they were able to:

- ✓ **Enhance the performance of their inbound calls**
- ✓ **Drive greater efficiency for their agents**
- ✓ **Provide an improved experience for their customers and agents**



About LiveVox ●

LiveVox is a next-generation contact center platform that powers more than 14 Billion interactions a year. We seamlessly integrate omnichannel communications, CRM, and WFO capabilities to deliver an exceptional agent and customer experience, while reducing compliance risk. With 20 years of pure cloud expertise, LiveVox is at the forefront of contact center innovation.