

A Proactive Partnership

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



120+

Agents Shifted to a Remote Work Environment

↓ 25%

Decrease in Customer Hang-Ups

A leading consumer goods retailer saw an opportunity to elevate their customer and agent experience. By proactively partnering with LiveVox, the company was able to implement a new Inbound Voice Response (IVR) workflow that 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

Inbound Voice Response (IVR)



Impact

Improved Customer and Agent Experience

Benefits at a glance:

- ✓ 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 call volume**. So they leveraged LiveVox's Performance Analytics solution to uncover potential impacts of this inbound call volume on engagement performance.

The analytics showed that **30% of inbound callers were hanging up** upon connection with an agent. This was happening even during periods of low wait times.

Ultimately, this resulted in **wasted agent efforts** and **sub-par customer experience** as agents answered hung up calls.

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 Inbound Voice Response (IVR) workflow**. This way, customers could be provided with an initial greeting from the retailer as well as options for self-service.

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.

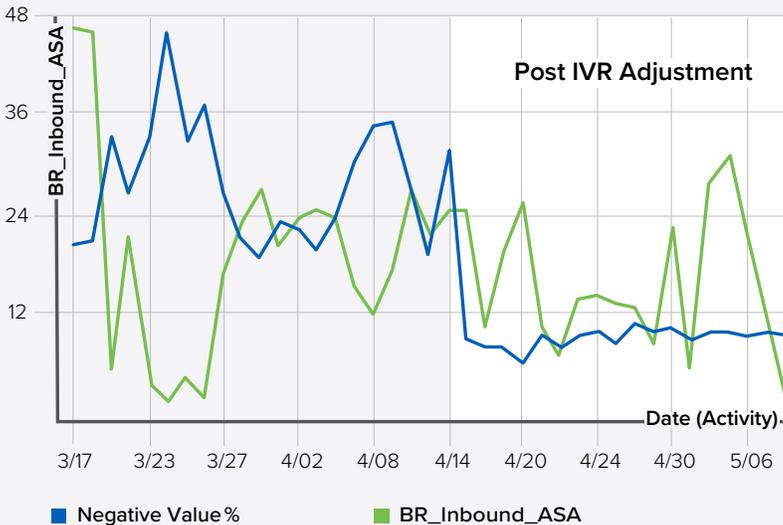
The Result

On April 15th, 2020, the retailer implemented the new IVR strategy. Within the course of a few short weeks, they started to see big results.

They experienced a **25% decrease in calls that connected to agents and resulted in customer hang-ups** as callers were provided with a greeting and options to self-service. 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



The retailer saw a 25% decrease in calls that connected to agents and resulted in customer hang-ups by working with LiveVox to implement a new IVR workflow.

Figure 1: Avg. Short Duration Hang Up Rate and Wait Times for Inbound Calls (Pre and Post IVR Implementation)

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.