

# How to Use SMS to Augment Your IVR

You can reduce long hold times and improve the customer experience by using SMS in conjunction with your IVR.



LIVEVOX

## Problem Snapshot ●

- Contact centers are experiencing an increase in inbound call volume at a time when agent staffing may not be up to par.
- For companies who also handle outbound engagement, this creates an even greater challenge as blended agents may be held up by the increase in inbound calls.
- Customers have been impacted with longer hold times that lead to decreased satisfaction.



By interacting with menu options in your IVR, customers are presented with the quickest possible route to resolving their issue. **You can configure any number of different support SMS messages to be triggered with the click of a button**, or use the standard instructional audio snippets to prompt them to self-serve within the IVR or be taken out of the call queue entirely to wait for a callback.



IVR lets you configure instructional audio to play in the call flow using automated voice, at any stage where the customer requires choice you can **prompt them to receive a text message and continue the conversation mobily**.

## Here are a few reasons why SMS can be a nifty way to save time for agents and customers alike:

- Messaging agents do not require as much bandwidth as voice agents, so you can create a wider opportunity for agents to work from home.
- Messaging shifts agent service capacity from a 1-to-1 conversation to a many-to-one conversation as agents can handle numerous asynchronous conversations at once.
- Messaging also allows agents to ramp up quickly for SMS intraday peaks. Like voice campaigns, inbound SMS volume can be directly tied to outreach efforts.

Simply put, SMS allows you to give customers a self-service option that takes them out of your voice queues, reducing hold times and getting them where they need to go faster — all while saving you time and money.