

# EXP+ > Evolve Sitel® Visual IVR

*Put a more intuitive self-care interface at your customers' fingertips.*

## Visual IVR Helps Customers Help Themselves

A visual interactive response (IVR) is a pre-IVR experience that displays a digital menu and attempts to digitally resolve or reroute your customers to an omnichannel interface, rather than through the phone.

With Sitel® Visual IVR, your customers are equipped with the necessary tools to answer their inquiries or help them resolve issues on their own.

Tailored for your brand by our digital experts, Sitel Visual IVR offers:



### **Simplicity**

Our experts guide you through the design and implementation process.



### **Intuitive Functionality**

Offer your customers a more natural way to navigate self-care support.



### **Results**

Drive contact deflection while maximizing your customer experience (CX).

Sitel Visual IVR provides visual options your customers can tap on and scroll through, ensuring they are in the right place, or routed to speak with the right agent for the right reason.

### **Key Benefits:**

- **Cost Savings** - Decrease voice call volume and handling time.
- **Streamlined Journey** - Better management of customer queues and accurate waiting time estimations.
- **Digital CX** - Direct access to digital services that promote digital content and channels.
- **Brand Loyalty** - A better quality of customer interactions, strengthening brand recognition.
- **Self-Service** - Educating customers to engage in self-care.
- **Satisfaction** - Self-care performance monitoring and content optimization for the highest efficiency.

## Reduce Repetitive Tasks



**Customer contacts your brand using their smartphone**



Customer is invited to access a self-service interface, organized by category and aligned with your contact drivers



**Customer guides their own experience through the content**

Customer needs agent support, call is routed to correct agent and pre-qualified for fast service and a better CX



Customer successfully resolves query, deflecting from voice-based channels and receiving a better CX

## Measurable Results

Improve your CX through automation.



**Calls Redirected to Other Contact Channels**



**Digitized Calls Served Through Self-Care**



**Reduction in Average Call Processing Time**

Source: Sitel Group® Data, 2019-2020