

# Is FREE IVR Really FREE?

Follow the money and find out...

If in 1 Month, 1M Calls are handled...

## FREE IVR

150,000 calls are transferred to live agents



**85%**  
Self-Service Rate

Requires 27 more agents



Agent rate: (\$35/hour) x Agent minutes: 760,000  
**Live Agent Costs = \$448,400**



IVR cost: (\$FREE) x IVR minutes: 935,000  
**IVR Costs = \$FREE**



Service cost: (\$0.90/hour) x Service minutes: 695,000  
**Telecommunications Costs = \$25,425**



**Cost of Calls/month: \$473,825**

Total Cost=

**\$5,685,900/year**

## Paid OPTIMIZED IVR

100,000 calls are transferred to live agents



**90%**  
Self-Service Rate

Agent rate: (\$35/hour) x Agent minutes: 506,667  
**Live Agent Costs = \$298,933**



IVR cost: (\$4.20/hour) x IVR minutes: 990,000  
**IVR Costs = \$69,300**



Service cost: (\$0.90/hour) x Service minutes: 1,496,667  
**Telecommunications Costs = \$22,450**



**Cost of Calls/month: \$390,683**

**\$4,688,200/year**

=Total Cost

**FREE IVR = More Total Cost**

**FREE IVR is NOT FREE!**

A yearly savings of 17.5%

**\$1,082,100**

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