

IVR: Improving the Coolest Channel

What do we mean by IVR being the coolest channel?

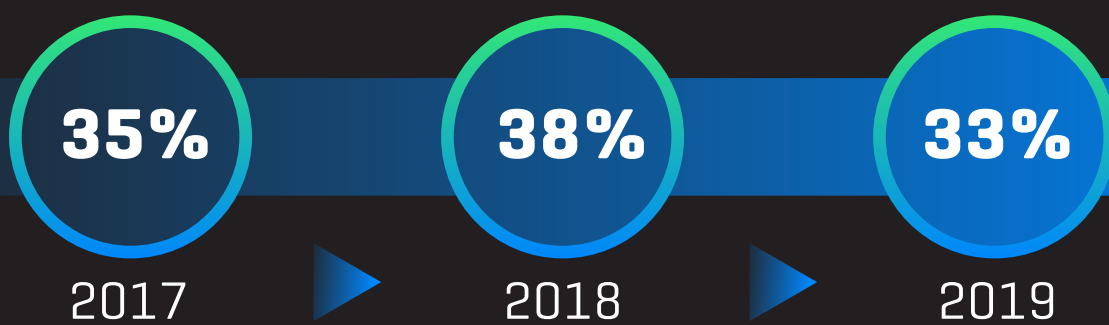
Let's first take a look at the hottest interaction channel: face-to-face. This is the hottest because you have more inputs. You're allowed to see the person and understand what's going on with body language, facial expressions, tone of voice, eye contact. IVR, on the other hand, is a cool, impersonal channel.

A cool channel, but still a critical one.



Over the past 3 years, the IVR has made up over **30%** of the experience. Imagine that—before your agent even picked up the phone last year, **38%** of the entire CX was already spoken for. Though the IVR has recently taken a step back in terms of importance to the overall phone interaction by a bit over **13%**, the IVR routing experience is still very important.

IVR: IMPORTANCE WEIGHT



Best Practice in Action: IMPROVING CLARITY



Clarity of IVR continues to be the top driver of customer satisfaction in IVR routing. Clarity refers to the caller's perception that they know what to do next. Improving understanding of next steps reduces stress and improves the experience of the customer.

Three quick ways to improve clarity of your IVR:

1



Include agent opt outs early and minimize follow up questions after a customer says "agent"

2



Offer customized IVR interactions based on the customer's call history or recent omnichannel interaction

3



Ensure your Natural Language is intelligent and optimized for your business

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