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5 Signs it's Time to Upgrade Your IVR to an IVA

If you're still using IVR technology that was developed 30 years ago, you're likely no longer providing the level of self-service that customers expect. You're also missing out on opportunities to increase your automation rates and reduce service costs. Here are five signs it's time to upgrade to intelligent virtual agents (IVAs).

1 Calls are getting lost in your IVR.

Why it's time to upgrade
IVAs use natural language processing (NLP) to ask open-ended questions like "How can I help you?" This eliminates the need for lengthy directed dialog menus and increases routing accuracy.

90%
of callers will engage with an open-ended question, while only 70% will engage with a directed dialog IVR menu.[1]
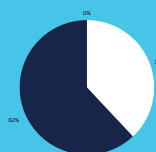
2 You rely on live agents for routine tasks such as payments and password reset.
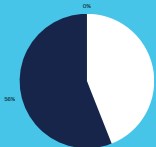
Why it's time to upgrade
IVAs easily integrate with your back-end systems to fulfill simple customer requests, increasing your automation rates and reducing service costs.

38% of organizations have automated credit card payments. [2]

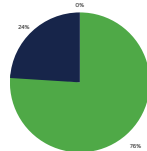**44%** of organizations have automated password reset. [3]

3 You have high agent turnover.

Why it's time to upgrade
Offloading monotonous tasks to IVAs frees up live agents for more rewarding work.
IVAs can also help calls go smoother for live agents by passing on customer information and context.

76%
of IT decision makers agree that automating more customer support tasks has benefited their workforce. [4]

4 You need to scale customer support quickly for spikes in demand.
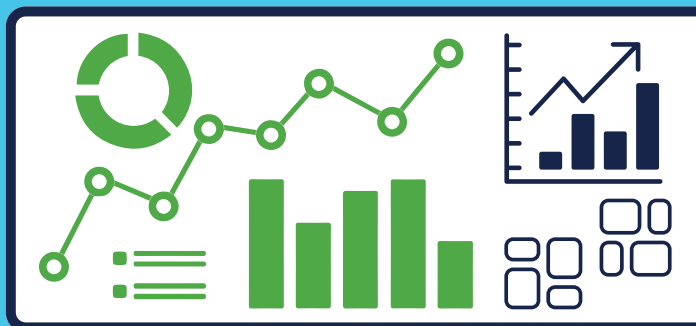
Why it's time to upgrade
IVAs work around the clock for 10% of what a live agent costs, and you can build and deploy them in a matter of days or weeks. You can pay per virtual agent, per month with "bursting" features that allow you to scale on demand for unforeseen peaks.

$7,500
The average cost of training a single call center employee.[5]

250%
The increase in customer engagement volume during COVID-19, based on data from various conversational AI vendors.[6]
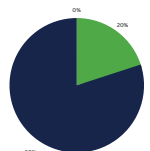
5 Your IVR doesn't support natural, conversational interactions with customers.
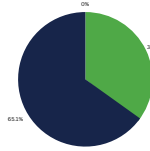
Why it's time to upgrade
The latest cloud-based natural language services are trained by millions of conversations that Google, IBM and Amazon process for higher accuracy.

20% of all customer service will be handled by conversational agents by 2022.[7]

30% of major enterprises will have selected a single, enterprisewide, conversational platform that is leveraged as a front end for customer service applications by 2025.[8]

LEARN MORE: For more information about upgrading your IVR to an IVA, visit www.wilmactech.com or call 1-800-836-1160.

References
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4. Ibid
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