CONVERSATIONAL IVRs:
Delivering Effective Customer Service

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IVA™ - Intelligent Voice Automation
Customers still very much are using the voice channel,

- 84% of customers prefer the voice channel.¹
- 59% of customers report being transferred during a service call.²
- 67% of consumers prefer self-service over speaking to a company representative.³

By 2020, the customer will manage
- 85% of the relationship with an enterprise without interacting with a human.⁴

¹ ZDNet, 2015
² Harvard Business Review, 2010
³ Nuance, 2013
⁴ Gartner, 2011
“Stop Trying to Delight Your Customers” – Matt Dixon, Karen Freeman & Nicholas Toman

Harvard Business Review, July 2010

The Customer Effort Score outperforms the Net Promoter Score and customer satisfaction measures in predicting behavior.
Historically, new innovations have faced resistance.
Technology Adoption

Years until used by one-quarter of American population

- Electricity (46) 1873
- Telephone (35) 1876
- Radio (31) 1897
- Television (26) 1926
- PC (16) 1975
- Mobile (13) 1983
- The Web (7) 1991
EXTINCT JOBS

Jobs that no longer exist due to technological advances.

- Elevator Operator
- Milk Man
- Phone Operator
- Typesetter
- Pre-Radar Listener
- Bowling Pinsetter
MOORE’S LAW

The signs of exponential technology advancement are all around us.
Companies have spent more than $3.9 billion on AI since the beginning of 2014.
Artificial Intelligence is the future of the contact center
Customer Service Delivery

Conventional Customer Service

- Self Service ($)
- Live Agents ($$$)

SmartAction’s IVA Solution

- Simple
- Middle Tier
- Complex

- Artificial Intelligence ($$)
- Live Agents ($$$)

SmartAction’s IVA Solution provides a range of customer service delivery options, from self-service to live agents, with varying costs and complexities.
Future of Customer Service

Customer service will:

- Have real-time understanding; be commonplace
- Use Big Data to anticipate & personalize customer experience
- Stem from a core omni-channel AI brain
- Understand intent; Interact dynamically to handle complex situations
- Perform many tasks that are only being performed by humans today
- Use Big Data to anticipate & personalize customer experience

People will expect customer self-service to be automated & intuitive
Customer Service Delivery

**Industry Trends**

- Omnichannel
- Multichannel
- Video
- Social Media
- Customer Service Representatives
- Chat
- Knowledge
- Big Data

**Integration**

- SMS Integration
- Mobile Apps
- Smartphone Integration
GOAL: EFFECTIVE CUSTOMER SERVICE

Consumers want an effortless experience delivered using the voice channel without human limitations.

SOLUTION: CONVERSATIONAL IVRNs

To deliver this, companies need to infuse their conversational IVRNs with the cognitive capabilities of Artificial Intelligence.
THANK YOU

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