



WHITE PAPER: Debunking IVR Myths

IVR technology - an essential tool in gaining crucial insights

Introduction

Automated phone surveys utilizing IVR technology can be an essential tool in reaching out to customers to gain the crucial insights needed to develop and deliver incredible products and exceptional service.

Common IVR Myths

MYTH #1 - IT'S HARD TO INTEGRATE PHONE WITH OTHER DATA SETS

MYTH #2 - IVR IS LIMITED TO SHORT SURVEYS EXCLUSIVELY

MYTH #3 - IT TAKES LONGER TO SET UP AN IVR SURVEY

MYTH #4 - IVR PRODUCES LOWER RESPONSE RATES

Extend Reach with Phone

- Phone reaches all demographics—including seniors, rural, select socio-economic groups.
- Your customers may span many regions, ages, and cultures. Phone helps ensure that all customer types are represented in the feedback, reducing demographic bias.
- Achieve better insights from representative input from all your customer types and regions.

Rethinking IVR

Exceeding customer expectations, creating exceptional products, delivering highly relevant personalized experiences at every touch point—this is the new baseline for today's marketers and customer experience professionals.

It is the challenge they must meet every day if their companies are to rise above commodity status, sustain a competitive advantage, and thrive!

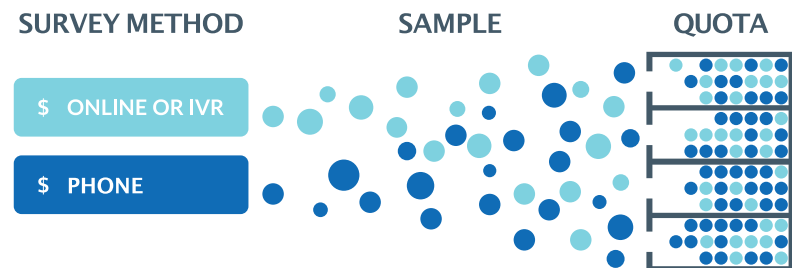
You may be surprised to learn that automated phone surveys utilizing IVR technology can be an essential tool in reaching out to customers to gain the crucial insights needed to develop and deliver incredible products and exceptional service.

IVR, a touchstone for mining brilliant customer insights...really?

This white paper explodes most common myths about IVR and shows you how our automated phone surveys can help you connect with your customers faster, better and more cost effectively.

MYTH #1 IT'S HARD TO INTEGRATE PHONE WITH OTHER DATA SETS

Our open survey management platform and advance integration capabilities streamline and expedite integration with other web-delivered market research solutions. No longer constrained by technical issues, researchers are free to design their data collection strategies by whatever method best fits their research needs: web, live phone as well as IVR.



The result: one survey with several collection methods and one response repository to create a single data set for analysis.

Re-Think Survey Design

- One survey with several collection methods and one response repository provide a more in-depth and actionable view of the audience feedback.
- One survey published across multiple channels saves money by removing the need to recreate the survey on each platform.
- Saves time by
 - Eliminating the step of data aggregation prior to analysis.
 - Reducing the need to weight data.
 - Not requiring new training on a new platform.
- Providing respondents with a choice of engagement mode helps researchers target – and collect data – from specific demographics.
- Our survey management platform provides researchers with tools to manage precise quota requirements, eliminating the need for weighting, so results can be analyzed more quickly, giving decision-makers needed insights faster.



MYTH #2 IVR IS LIMITED TO SHORT SURVEYS EXCLUSIVELY

Not true. It depends on the motivation of the survey audience.

We did an IVR study for tracking the quality of the patient's experience at a hospital.

Depending on the version of the study, the survey can include between 30 to 50 questions and take from 11 minutes to 15 minutes to complete. The hospital saw a respondent completion rate of a little over 50%.



Match Mode with Audience

- Short is often better, but depending on the nature of the study, longer IVR surveys can be a very effective mode for collecting information from a motivated audience.
- Our experience shows that once a respondent starts a survey, nearly all complete the survey.
- Achieve **True Voice of the Customer**: Respondents like the opportunity to speak their minds. You can choose to add open-ended questions to produce a free flow of comments that capture their true insights and emotions.

MYTH #3

IT TAKES LONGER TO SET UP AN IVR SURVEY

Our IVR surveys can be implemented quickly and easily. In the case of a political poll, a 13-question survey was set up and fielded the same night.

The survey yielded 300 responses in just 2.5 hours from well-targeted respondents to meet demographic quota goals and speed insights.



Field Fast

- Be set up on the fly as well as automated from an existing online survey.
- Include voice, generated by the computer, phoned in, or recorded offline by you or a voice professional.
- Generate quick insights through precise respondent targeting.
- Be implemented without the cost or the scheduling delay of phone interviewing labor.



MYTH #4

IVR PRODUCES LOWER RESPONSE RATES

In-the-field studies show IVR to be an effective methodology for engaging respondents and producing in some cases response rates of over 50 percent.

IVR was particularly effective for experience measurement programs where phone contact information is more readily available than email information, target respondents are less tech-savvy, and/or web access is problematic.



Choice Drives Higher Response

- Provide customers with choice and convenience by catering to the respondent's preferred means of participation, resulting in higher response rates.
- Precisely reach the right respondents and thereby achieve a more representative sample of the population.
- Improve survey experience and survey response rate by offering multiple options to provide feedback.
- Ensure the quotas are being achieved.
- Reduce respondent fatigue through contact frequency rules.

Discover our solution

Request a call today via MRC@enghouse.com

We are a leading provider of phone survey automation solutions. We provide an audience targeting and voice-based survey platform that allows organizations to engage with customers, employees, and voters on a more personal level. With our solutions, CX professionals, market researchers, and opinion polling organizations can reach the exact respondents needed to fill quotas quickly and distill quantitative and qualitative insights from conversational response.

About Us

Enghouse Interactive (EI), a subsidiary of Enghouse Systems Limited (TSX: ENGH), is a leading global provider of contact center software, services, and video solutions, serving thousands of customers for over 35 years. Enghouse Interactive solutions enable customers to deliver winning customer experiences by transforming the contact center from a cost center into a powerful growth engine.

Enghouse Interactive's core values – Reliability and Choice – are key differentiators in the global marketplace. Reliability speaks to Enghouse Interactive's reputation for consistently honoring its commitments to its customers, staff, partners, and investors. Choice is reflected in the unparalleled breadth of its CX portfolio, which enables customers to choose from a wide array of solutions, whether deployed on-premise, in the cloud, or on a hybrid platform. By leveraging a broad range of technologies and capabilities based on open standards, Enghouse Interactive simplifies the advanced integrations customers require.

Respecting local regulatory requirements, and supporting any telephony technology, Enghouse Interactive ensures that its customers can be reached by their customers – anytime, anywhere, and via any channel.

Contact us to Learn More

With over 35 years of deep contact center expertise, our team of experts are ready to optimize a solution that's right for your contact center, today and tomorrow.

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