

Mobile IVR Navigator

PROVIDE A MOBILE APP EXPERIENCE

Enhouse Interactive's Mobile IVR Navigator is an innovative new mobile application that visually navigates users through an organisation's customer service options. Using a web-based connection to any Enhouse Interactive Communications Portal IVR call flow, it presents options to users via their smartphone, tablet, or other mobile device. With no telephony resources required, the mobile IVR platform operates parallel to voice platforms without reducing capacity and enabling customers to take advantage of multi-media interactions anywhere, anytime.

Give customers the mobility and access they need. Users can access account information and other self-service tools through the visual menu display without the hassle of booting up a laptop or sitting on the phone — offering a better end-user experience.

Improved End-User Experience

The world has gone mobile. With 51% of UK adults owning a smartphone and 24%* owning a tablet computer, it's clear mobile is becoming a standard communication method for users. Offering a mobile IVR service via mobile devices allows users to participate more easily in self-service options on the go, and, most importantly, at their own convenience.

Visual Menu Navigation

Enhance the self-service process for customers by providing a visual alternative to navigating IVR menus. Unlike traditional voice solutions that can only speak one option at a time, our mobile IVR solution displays a full set of menu options on a device's screen, allowing users to quickly choose the path that is right for them. Standard navigation tools, such as a back button, enable users to freely navigate menus and travel down multiple paths—answering multiple questions—in one interaction.

Benefits

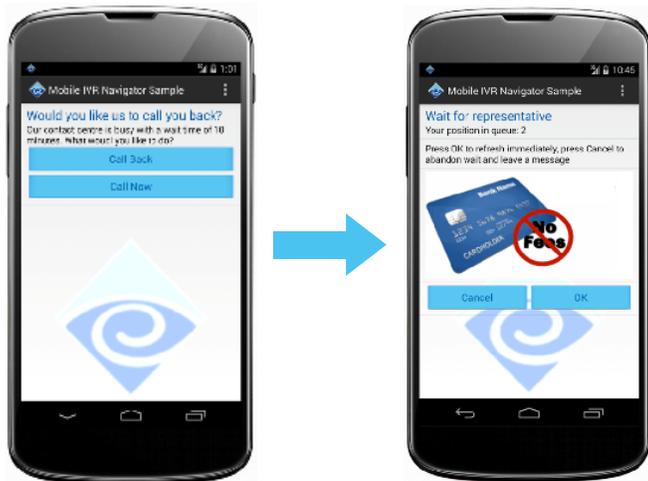
- **Increase customer satisfaction:** Allow customers to visually access their preferred communication channel and view availability/wait times for each.
- **Reduce call times:** Assure customers only connect once an agent has been secured through virtual queueing. Use pre-interaction time to capture key information.
- **Increase the number of correctly-routed calls:** Reduce the number of times callers "zero-out" to bypass voice menus by making IVR navigation more user friendly.
- **Reduce quantity of calls into your contact center:** Provide a more intuitive, visual self-service option that entices customers to handle more inquiries through agent-less channels.
- **Increase IVR platform capacity:** Add visual navigation capabilities without reducing voice capacity of your current IVR.



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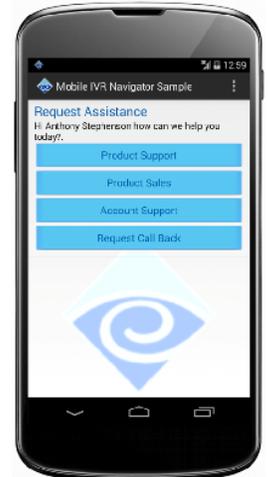
One-Stop Self-Service Resource Educate customers and enable them to find the right information on their own—all through one portal. Your additional self-service resources, such as FAQs and knowledge articles, can be accessed through the mobile IVR platform, bringing answers literally to customers' fingertips. Quick and easy access to information available 24/7 makes Mobile IVR Navigator an obvious choice for user-friendly self-service.

User-Friendly Contact Options Allow customers to initiate agent-assisted service anytime through their mobile app. Customers can view current wait times for multiple communication channels, and select the method that best fits their needs. The user-friendly callback process adds customers to a virtual queue while continuing to provide agent availability status updates, eliminating much of the frustration of traditional hold methods. Rather, users are free to navigate to other apps on their device, receiving a push notification to alert them when an agent is available. If needed, customers may change their selected method of communication—such as request a callback—at any time.



Enhanced Service Experience

Leverage context and other data gathered via the app to better prepare agents for each interaction. Agents can receive screen pops of key information, providing them with valuable context to better serve customers. Because interactions originating from Mobile IVR Navigator have already gone through the app's account verification process, agents are able to skip that step, reducing call handling times and improving the overall customer experience.



Smooth Implementation

An add-on product for Enhouse Interactive Communications Portal (CP), Mobile IVR Navigator's setup and implementation process is easy and familiar for current CP customers. The entire interaction with the mobile application is defined on the CP server, allowing the same self service design to be used for mobile and voice channels. This configuration also allows quick updates and changes in the design to be passed to the app in real time without requiring customers to update their mobile application. Running on a web-based platform rather than traditional telephony ports, Mobile IVR Navigator allows you to add mobile capabilities without diminishing the capacity of your voice platform.

Simply embed the Mobile IVR Navigator code into your existing mobile app or contract our Advanced Services team to build a custom app for you.

About Enhouse Interactive

Enhouse Interactive is a global leader in providing solutions that deliver differentiated customer experience and maximise the value of every customer interaction. Enhouse Interactive's comprehensive portfolio of interaction management solutions span multi-channel call centers, Computer Telephony Integration (CTI), self-service Interactive Voice Response (IVR), knowledge management, operator consoles, call recording and quality monitoring, media voice services, and outbound dialers. These solutions support any telephony environment and flexible deployment options, on premise or in the Cloud. With Enhouse Interactive solutions, your customers can reach you anytime, anywhere, and anyhow.

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