



IVR BEST PRACTICES

Keypad Entry vs. Voice-to-Text

It would have seemed like something out of a science fiction novel years ago, but today, we regularly speak to our phones, home speakers, and other devices—and get a response! And when it comes to customer experience (CX), many brands use voice technology to interact with their customers, typically in the form of interactive voice response (IVR) in their call center.

But, just because the technology exists to use speech input to capture metrics (e.g., NPS and OSAT) during an IVR survey, it doesn't mean we should use it in every scenario. In fact, best practice recommends deploying the foolproof keypad entry method in specific use cases and speech input in others.

INTERACTIVE VOICE RESPONSE 101

At InMoment, we have helped our customers from leading telecommunications companies to postal service giants and even luxury retailers find the best possible use cases for Interactive Voice Response. But what is IVR? Well, IVR is an effective data collection solution that allows brands to hear their customers' voices and take quick action. They typically take two forms: inbound and outbound.



INBOUND METHODOLOGY:

Inbound IVR surveys send invitations in order to gain participants for the survey. These invitations can be sent via data collected from the customer—such as email, letter, text—or the surveys can be advertised through marketing materials such as leaflets and posters. In this case, a number is given for the customer to call in order to participate in the survey. Inbound IVR surveys can also take place after a customer calls into a contact center and are asked to “stay on the line after the call to take a survey.”



OUTBOUND METHODOLOGY:

In an Outbound IVR survey, the phone number of the customer is already available to the organization in order for them to make an outgoing call inviting the customer to participate in the survey. This is done via an automated system to collect the customer's perceptions of their recent transaction.

For Stories...

Open-ended questions—where you are looking for stories, context, and emotion—are where speech input shines.

With the right speech-to-text tools and world-class text analytics, you can hear about the experience in your customer's own words and in their own voice. Additionally, you can actually hear the emotion in your customer's voice, which gives the story greater impact and you greater context into the experience.

With the combination of IVR and text analytics, you can analyze even the trickiest voice recordings where you may initially feel that not much information has been picked up. Speech-to-text capabilities transcribe verbatims in real time, allowing them to pass through text analytics, making sure all information from the voice recording will be picked up and passed on to the team members that are in the best place to take action.

At InMoment, our solution for processing open-ended IVR responses through text analytics is over 80% accurate out of the box, with nearly human-level accuracy achievable through custom language modeling for your specific industry and company.

In short, using IVR for open-ended or story based questions allows you to get the intelligence and emotion you need directly from your customers.

For Metrics...

In the case of metric-based questions, however, keypad entry is best as it is more accurate. Keypad entry for metrics is 99% accurate, compared to an around 60% accuracy for speech input with metric-based questions. In other words, keypad entry almost always ensures the respondent's intent is captured accurately, while speech input only captures intent little more than half the time.

Why the discrepancy? There is only one way to press a button, but multiple ways to speak a number. Keypad entry is simple for the respondent and easy to verify and validate—it leaves little to no room for misinterpretation. In fact, you can program a question to require the respondent to confirm an answer, so the only way you would get an inaccurate response is if they enter an incorrect answer and then confirm it.

Regarding speech input, there are a number of factors that impact accuracy:

- A thick accent or unclear speech
- Speaking too quietly
- Speaking too quickly
- Giving context to the score, e.g., I think I'd give it a 3 or It was a 6 or 7, probably.
- Background noise or ambient sounds

Keypad entry eliminates these factors for metrics-based questions and is simple, convenient, and accurate.

What About Self-Serve Customer Service or Phone Trees?

We'd be remiss if we didn't mention two areas where IVR is becoming more prevalent: self-serve customer service lines or phone trees. In both these use cases, use of voice technology is a great fit because any errors can be easily corrected. In the case of confusion or a customer wanting to change their answer to a previous question, that customer could simply back-up to the previous step. However, this possibility does not exist with surveys unless you validate every question, which unnecessarily lengthens the survey, causing an inferior experience for the customer.





Wrapping It Up

Using the right tool at the right time is absolutely critical.

Using IVR, speech to text capabilities, and text analytics is a great method for collecting and analyzing stories, but when it comes to metrics, it's vital to go with the most accurate approach for that question type: keypad entry.

Why is this so important? Well, when scores are tied to recognition, goals, and bonuses—accuracy is critical.

Inaccurately inflated scores could mean paying hundreds of thousands or even millions of dollars in bonuses unnecessarily; or conversely, inaccurately deflated scores cause a failure to reward teams for exceptional customer experience delivery. Additionally, you don't want employees

questioning the validity of their scores. This can lead to low morale, lower engagement, and even feelings that they are being treated unfairly.

These are high stakes, but if you follow best practices, you can avoid these consequences, encourage and motivate your employees, and improve experiences for your customers.

Want to learn more about InMoment's IVR survey, speech-to-text solution, and world-class text analytics? Visit us at www.inmoment.com or contact us today!

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