

# MiContact Center IVR

Speech-enabled self-service tools to streamline and simplify customer experience



Interactive Voice Response (IVR) is used by almost all businesses, large and small, to direct customers to the right employee on the first try. With the right technology in place to handle and route all incoming contact, you can ensure a positive impression on your existing and prospective customers.



IVR technology can be used to collect customer information, navigate customers to the resource best suited to serve them, and provide customers with the tools they need to serve themselves without ever interacting with a live person. This eliminates wait times and increases the likelihood of first contact resolution to improve customer satisfaction and loyalty, and reduces operational costs by minimizing the average cost per interaction and freeing up employees from mundane routine interactions so they can focus on more critical customer engagements.

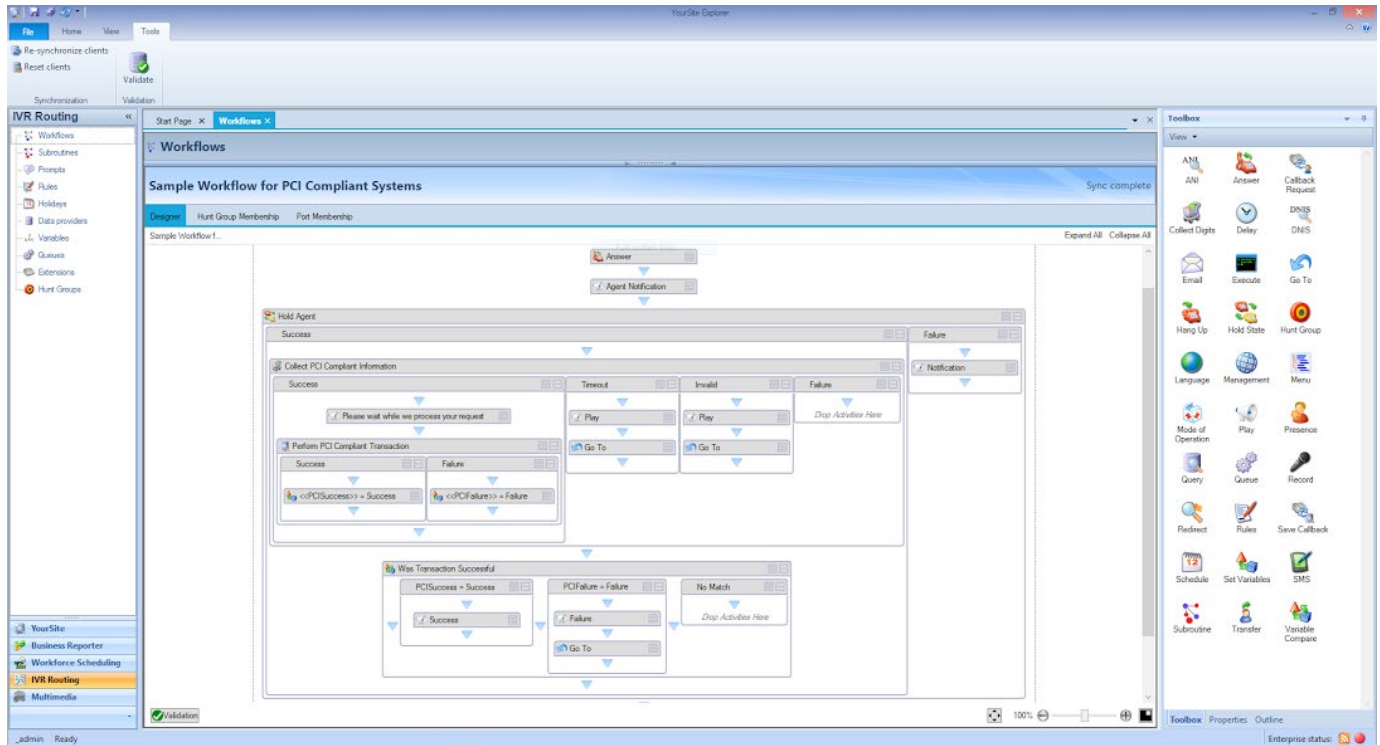
The benefits delivered by an IVR solution have established value to both customers and organizations:

- *Among companies who measure support center success across email, chat, web and voice, 62% use IVR (source: Aberdeen Group)*
- *79% of customers that had a negative experience with a company told others about it (source: Harris Interactive)*
- *86% of customers quit doing business with a company because of a bad customer service experience, which is up from 59% just 4 years ago (source: Harris Interactive)*
- *89% of consumers began doing business with a competitor following a poor customer experience (source: Harris Interactive)*
- *By 2020, the customer will manage 85% of the relationship with an enterprise without interacting with a human (source: Gartner)*

Mitel's messaging, routing, and IVR application, known as Mitel IVR Routing, is designed for both MiContact Center Business and stand-alone MiVoice Business customers. It is designed to help companies intelligently manage callers, provide speech-enabled and self-service options, guide callers to the correct destination and deliver announcements to callers in queue such as expected wait time and position in queue. The technology provides flexible workflows for inbound/outbound/self-service voice routing and messaging, including the ability to route callers based on the number that they are calling or the number that they are calling from. Alternatively, it supports database lookup where the IVR system routes to the most appropriate person or department based on information what is held in the database. To enhance customer retention, callers may dial out of queue to a voicemail, request a higher priority queue or request a scheduled call-back.

The Mitel IVR system provides interactive menus to guide customers to the service they seek, either through digit press or voice recognition. Text-to-speech and Automated Speech Recognition capabilities are provided through integration with Mitel partner Nuance, a recognized market leader in speech-enabled, self-service solutions. Our IVR is configured through a highly graphical user interface that enables administrators and managers to easily drag-and-drop workflow activities to program the IVR and allow caller data and/or user input to be analyzed to decide where to route the call. In addition to this, management workflows can be leveraged by administrators and managers to allow them to easily make on-the-fly changes to IVR routing and messaging over the phone.

Mitel's IVR solution uses the same graphical workflow designer for all inbound/outbound/self-service media handling, including voice, email, chat, SMS, and Web callback.



## Benefits of Mitel IVR

### Enhance the Customer Experience

- Improve the likelihood of first contact resolution and reduce abandoned call rates by guiding callers to the correct destination and delivering wait time and position in queue announcements to callers in queue
- Empower customers with sophisticated self-service tools, leveraging speech recognition and text-to-speech, database lookups, and third-party system application connectivity
- Proactively engage with customers using outbound dialing and messaging

### Improve Operational Efficiency

- Free up customer service representatives from repetitive, mundane interactions that could easily be provided as self-service options to callers so agents are freed up for more critical inquiries
- Link together disparate business process systems and collect advanced caller information and knowledge before interactions begin
- Remove the burden of having agents make outbound calls for simple messaging like appointment reminders, balance due dates, or service updates

### Simplify the Administrative Experience

- Administrators benefit from a single point of administration and configuration for all inbound and outbound voice and digital media routing
- Easily integrate with third-party applications, databases, Web pages, PowerShell scripts, and executables to provide highly advanced data collection and routing decisions
- Quickly program sophisticated workflows using a familiar Microsoft Visio-like, drag-and-drop interface

Mitel's IVR is bundled in two ways: Messaging and Routing (for customers with more simple inbound requirements) and IVR (for customers with more sophisticated self-service and outbound messaging capabilities). If used with MiContact Center Business' Workgroup Starter Pack, the Workgroup Messaging and Routing includes access to 120 ports and the Workgroup IVR includes a maximum of 10 ports. In Workgroup, both Messaging and Routing and IVR bundles are optional and limited to a single-site, single platform deployment. If used with the Contact Center Starter Pack, Messaging and Routing is included out of the box with 240 ports and customers with more sophisticated needs can optionally upgrade to the IVR and remote/redundant deployments.

The following table provides a detailed breakdown of the IVR workflow activities and capabilities that are included in each bundle.

Activity	Messaging & Routing	IVR	Activity	Messaging & Routing	IVR
ANI	•	•	Offer to Agent Group	•	•
Add Dial Out of Queue Option	•	•	Offer to Preferred Agent	•	•
Answer	•	•	Play	•	•
Callback Request	-	•	Presence	•	•
Collect Digits	-	•	Query	-	•
Conference	-	•	Queue	•	•
Connect to Caller	•	•	Record	•	•
Date Time Validation	-	•	Redirect	•	•
Delay	•	•	Retrieve Callback	-	•
DNIS	•	•	Rules	-	•
Email	•	•	Save Agent Greeting	•	•
Execute	-	•	Save Callback	-	•
Go To	•	•	Schedule	•	•
Hang Up	•	•	Set Device Mode of Operation	•	•
Hold State	-	•	Set Queue State	•	•
Hunt Group	•	•	Set System Mode of Operation	•	•
Interflow	•	•	Set Variables	•	•
Language	•	•	SMS	•	•
Make Call	-	•	Subroutine	•	•
Management	•	•	Swap Prompt	•	•
Menu	•	•	Terminate Workflow	•	•
Mode of Operation	•	•	Transfer	•	•
Offer to Agent	•	•	Variable Compare	•	•

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