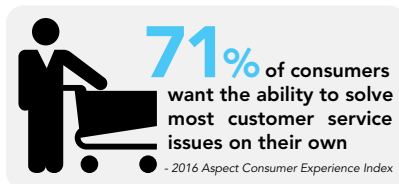


Visual IVR – Redefining Customer Care with On-Demand Customer Self-Service Apps

In today's mobile world, it is clear that a lasting customer relationship is based in large part on an organization's ability to deliver a high quality customer service. An exceptional customer care journey is paramount when it comes to retaining customers and getting repeat business. In addition, consumers across the board are conducting more transactions via their smartphones than ever before, and the way they interact on a consumer-to-business basis is changing as well. While one-on-one interactions between a consumer and a customer care agent remain an important part of the customer care journey, consumers are shifting their preference towards self-care portals because of a desire to solve issues or problems, or gather information on their own.



In response, many companies are extending their brand to a mobile app in the hopes of providing customers with a better user experience and to stay top-of-mind with the customer. However, mobile subscribers are very conservative when it comes to using up their smartphone real estate and most subscribers download no more than one new app per month on average. Thus, the chances of getting a foothold on subscribers' smartphones is a challenge.

Companies have to find new ways to compete for consumer attention in this increasingly competitive mobile and digital landscape, yet at the same time provide their customers an exceptional user experience. From an enterprise perspective, exceptional customer care needs to be balanced with the costs. Traditionally, Interactive Voice Response (IVR) systems have been the mainstay of enterprise organizations to help customers navigate their way through various engagement options in getting them to the right information or a skilled agent to best help them. However, the cost of interacting with a live customer care agent is significantly higher (\$6 - \$12 US) compared to self-service options, the latter of which can be done for as little as \$0.25 (Forrester Consulting). Many times, the customer's issue or interaction is left unresolved leaving them more frustrated and stressed as they end up in a customer care "silo." So where does the balance lie for organizations as they try to contain costs, improve customer satisfaction, and better engage customers at all points along the buyers journey?



Making the Customer Engagement Visual

One approach now available for enterprise customer care organizations is to make the IVR journey more satisfying to the customer by making it more visual in nature. A Visual IVR extends the capabilities of a normal IVR by transforming it into a collaborative voice and visual on-demand web-based application for smartphones. Without having to download an application or client, or require the user to register in some app store, a customer using a smartphone is offered the option to initiate a Visual IVR session. The Visual IVR approach no longer limits the customer to "dial pad only" interactions with their smartphone screen. It opens up dynamic and interactive capabilities of a web-based interface for fast navigation that can leverage location and other contextual information. The Visual IVR session can incorporate audio prompts, text, visual cues, graphics, and simultaneous presentation of options for the customer to select. Interaction is enhanced since the customer is no longer limited to numeric options on a keypad, but can now also use characters and screen selectable options. For feature phone users, a voice menu is still available that is accessed in the traditional manner.

Visual IVR – Redefining Customer Care with On-Demand Customer Self-Service Apps

The benefits of the Visual IVR approach are clear to both the enterprise and the consumer:

- Higher selection accuracy - the customer can change entries before making a selection
- No need for the customer to download and install potentially large apps - the Visual IVR is on-demand and web-based
- Customer engagement portals and campaigns can stay fresh - changes to the Visual IVR content can be implemented rapidly because it does not require the customer to update any app
- Lower average holding times - a full menu can be displayed at once and the customer does not have to wait for all of the options to be stated
- Expanded user options - integrate pictures, chat, instructional videos, camera shots, messaging as well as breakout to a live agent to create an omnichannel user experience



PowerVille Visual IVR

The Dialogic® PowerVille™ Visual IVR gives application designers in service provider and enterprise organizations access to the complete set of call flows and interactions to fully customize and build an omnichannel experience to better engage customers. Powered by the PowerNova® Application Server, it allows the synchronization and easy sharing of visual content using HTML5 web pages with IVR work flows during a standard voice call. The PowerNova™ Service Creation Environment provides designers GUI-based access to rapidly create, integrate and modify - all in-house - the customer engagement work flows by using intuitive service creation building blocks that can access various internal databases, along with a rich set of interactive voice, text, and video responses. This allows customer care organizations, marketing, and product groups to keep the application both current and relevant allowing them to rapidly develop new strategies, campaigns, and promotions to better engage customers.

PowerVille Visual IVR can enhance customer care applications that support activities across multiple verticals including communications, banking, healthcare, insurance, and utilities and support workflows like:

- Online mobile purchases
- Viewing product instructional videos
- Topping off airtime for prepaid mobile users
- Paying phone bills, utility bills, and checking balances
- Providing information to insurance companies and requesting status of claims
- Service activation involving messaging for unlocking SIMs or retrieving PUK code to unlock a SIM
- Marketing promotions

The Importance of First Call Resolution

According to ICMI, the most important Key Performance Indicator (KPI) when it comes to customer satisfaction is First Call Resolution (FCR). Surveys done by the Service Quality Measurement Group indicated that for every 1% improvement in FCR, there was a 1% improvement in customer satisfaction. Solutions developed with the PowerVille Visual IVR provide customers with an experience that is effortless and helps to improve first call self-service resolution rates. Adding visual content and the ability to collect alpha-numeric data exponentially minimizes the need for transferring to live agents. This in turn increases live-agent productivity while reducing inbound calls and zero-outs. The enhanced user experience leads to lower interaction abandonment, lower handling times, and higher percentages of completed transactions.

Although its primary purpose is to improve FCR and better enable customer self-service, when a call has to be transferred to a live agent, PowerVille Visual IVR provides the tools to easily and intelligently bridge this gap on the same customer call making the process seamless from a user experience standpoint. Contextual information can be sent along with the call to provide seamless transaction continuity to improve the overall call handling time and help automate delivery to the right agent with the proper advertised skill set.

Visual IVR – Redefining Customer Care with On-Demand Customer Self-Service Apps

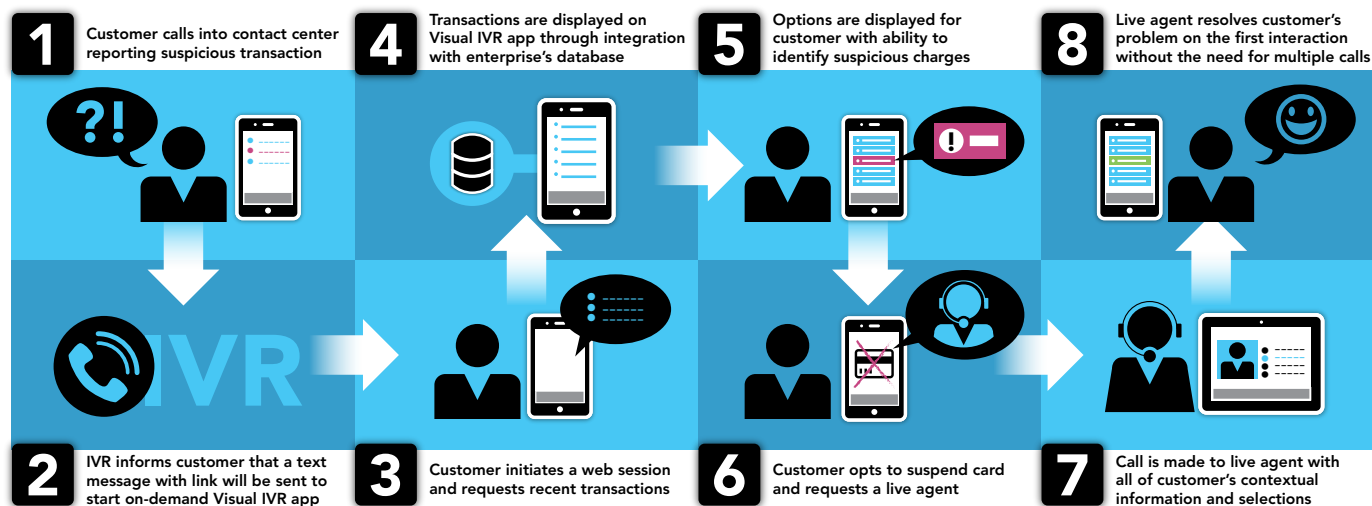
The PowerVille Visual IVR also provides customer care organization management teams with statistics on the application, KPIs, and call processing information. The ability to track and measure performance and usage arms organizations with the intelligence needed to run the business and help ensure resources are available and properly utilized.

The Omnichannel Experience – Consumer Credit Use Case Example

Financial institutions regularly launch new products and services that have unforeseen fraud risk factors. These unplanned fraud threats require mitigation approaches that are not only quick, but also easy for the consumer to understand. Current methods, such as voice-only interactions, are inflexible and can unintentionally put the consumer at a disadvantage when it comes to confirming whether fraud has actually occurred with respect to their account.

The PowerVille Visual IVR can enable a credit card company to help a customer with a situation where they believe a fraudulent charge has been made and it can do this without having to have an app already resident on the phone. A smartphone customer can either receive a call, warning them of a possible fraud situation, or they can initiate a call to their credit card company to report the issue. Once they connect, they'll be notified that a text message has been sent to their smartphone with a secure link to a browser-based portal which starts the Visual IVR session.

The PowerVille Visual IVR allows synchronization of the call with pre-established web pages. Since the PowerVille Visual IVR can integrate and present information from external databases it can allow the smartphone customer to visually see options such as transaction history and inspect any questionable entries. The customer can see and select further options such as "suspend the card" or "approve the transaction" to make the experience more actionable. An agent can be pulled in to assist in real time with the click of a screen button if necessary to enable the customer to quickly make a well-informed decision, while also shortening the duration of call.



Summing It All Up

Dialogic's PowerVille Visual IVR extends the capabilities of a traditional voice-only IVR by transforming it into a collaborative, web-based, voice and visual, smartphone-ready application. It addresses the problem that enterprises face with getting customers to download their app, by making the app experience on-demand and dynamic. PowerVille Visual IVR improves customer self-service and triage activities for customer care and call center organizations by allowing interactive multimedia content to be shared with customers during a voice call. PowerVille Visual IVR provides a platform targeted for both service providers and enterprises. Service providers can benefit by hosting the application and rapidly delivering omnichannel capabilities to businesses and entrepreneurs to help them better engage their customers. Enterprises can deploy PowerVille Visual IVR to augment their contact centers' existing call handling and omnichannel engagement capabilities. In either case, the customer engagement is enhanced both visually and audibly for a better user experience and to help improve first-call resolution rates.



www.dialogic.com

For a list of Dialogic locations and offices, please visit: <https://www.dialogic.com/contact.aspx>

Dialogic and PowerVille are either registered trademarks of Dialogic Corporation or an affiliate or subsidiary thereof ("Dialogic"). Dialogic's trademarks may be used publicly only with permission from Dialogic. Such permission may only be granted by Dialogic's legal department at 3300 Boulevard de la Côte-Vertu, Suite 112, Montreal, Quebec, CANADA H4R 1P8. The names of actual companies and products mentioned herein are the trademarks of their respective owners.

Dialogic encourages all users of its products to procure all necessary intellectual property licenses required to implement their concepts or applications, which licenses may vary from country to country. None of the information provided herein forms part of the specifications of the product(s) and any benefits specified are not guaranteed. No licenses or warranties of any kind are provided hereunder.

Any use case(s) shown and/or described herein represent one or more examples of the various ways, scenarios or environments in which Dialogic® products can be used. Such use case(s) are non-limiting and do not represent recommendations of Dialogic as to whether or how to use Dialogic products.

Dialogic may make changes to specification, product descriptions, and plans at any time, without notice.