

“The variety and content of the ICMI seminars are invaluable to taking your call center to the next level.”

*Reye Kenney  
Telecommunications Director,  
Hagerty Insurance*

#### COURSE PRICE

##### **Virtual Classroom Course**

**\$299 per person**

Live, virtual two hour course.

##### **On-Demand Download**

**\$249 per person**

Access course recording for 72 hours.

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## **A step-by-step process for call center professionals responsible for IVR design that will increase customer usage and satisfaction, turning your IVR from a liability to an asset.**

All people — users and customers — love to hate IVR. A poorly designed IVR can cost millions in terms of technology dollars, unhappy customers, and lost business. But a well-designed IVR can save up to \$10 per call, plus make priceless improvements in customer satisfaction.

Through the virtual classroom course, *Leading Practices in IVR Design*, you'll learn the best practices of IVR design that will optimize your system for maximum results.

You'll start with a complete overview of the industry so you can see how IVR is being used successfully to fulfill customer satisfaction strategies across multiple industries. An in-depth look at key IVR trends provides you with an understanding of what's new and what's working in IVR, including an outlook on speech recognition.

One of the major problems with IVR is in the implementation, not the technology. In this course you'll learn the critical importance of and how to set a clear multi-channel strategy for IVR. It's not all about reducing or offloading calls! You'll learn the essential building blocks needed to tap the full potential of your IVR.

Working step by step, you'll grasp the key principles of a successful IVR design process, from development to implementation. You'll learn which elements are critical to the design process and come away with a do and don't list to help you avoid missteps. You'll also take an in-depth look at how to decide whether to use touchtone or speech and how to successfully transition from one to the other.

Designed for any contact center personnel charged with the responsibility of designing and maintaining self-service or IVR, or those managers who seek a better understanding of the development and implementation process and want to:

- ▶ Explore an overview of the industry, including new trends, to learn how IVR can benefit your organization.
- ▶ Understand the role of IVR in an overall customer experience strategy, and why having a self-service strategy is critical to application design and use.
- ▶ Master a step-by-step process for IVR design, including the critical elements needed for effective design.
- ▶ Examine the differences, as well as pros and cons of touch tone vs. automated speech recognition (ASR).
- ▶ Learn ongoing IVR management techniques for continuous improvement, including essential reports and metrics.

## COURSE OUTLINE

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### Unit 1: The Role of IVR in the Call Center

- ▶ IVR Use
- ▶ What are the Issues?
- ▶ Start with Strategy
- ▶ How to get Callers to Use your IVR
- ▶ Key Trends

### Unit 2: Touchtone vs. Automatic Speech Recognition (ASR)

- ▶ Similarities/Differences
- ▶ How can ASR Help?
- ▶ Do's and Don'ts when Transitioning

### Unit 3: Design and Implementation

- ▶ Design Steps
- ▶ Critical Elements
- ▶ Acceptance and Usability Testing

### Unit 4: Best Practices for Designing IVR Applications

- ▶ Consistency Across Channels
- ▶ Customer-Centric Design
- ▶ Consistent User Interface
- ▶ Enable Transfers In and Out
- ▶ Scripting and dialogue design

### Unit 5: Managing and Monitoring your IVR

- ▶ Audit Regularly
- ▶ Reports and Metrics

### Unit 6: Caller Feedback

### About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve customer experiences and increase efficiencies at every level of the contact center. ICMI's experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization's respected lineup of professional services including training, consulting, events, and information resources.