J.D. POWER

IVR Improvement Program
Boost customer satisfaction and containment to improve your company's financial performance

The Challenge

Many interactive voice response (IVR) systems deliver a poor customer experience, resulting in low customer satisfaction, decreased employee satisfaction, higher operating costs, lost business, and lower profits. Because customers' IVR interactions typically account for 30% of the entire customer experience with a contact center, it is critical to ensure the IVR is supporting the positive experience your customers expect—and to know where and how to fix the processes that are not effective.

The Solution

J.D. Power's *IVR Improvement Program* provides:

- **Detailed insight** into the IVR performance factors your customers care about most and how to improve satisfaction

- **A controlled test** of the top five IVR interactions, using J.D. Power mystery shopping methodology to compare your company's IVR performance against two of the highest performers as well as three competitors your company selects

- **Onsite interviews** with your company's IVR support team and a technology review by an IVR expert to assess your contact center's strategy and capabilities for providing an optimum customer experience

- **Detailed readout** and recommendations regarding how to improve IVR performance and assure sustained excellence

J.D. Power's proven approach provides your contact center's IVR management with specific insights into what your company, your competitors, and cross-industry high performers do, and can do, to differentiate performance and enhance the customer experience. The result is a clear understanding of what drives customer satisfaction, the limits of existing technology, on the high-performing companies, and specific guidance to improve customer satisfaction while also maximizing containment rates.

The Benefits

An optimized IVR will improve profitability by delivering the experience your customers want and demand. A typical engagement improves customer satisfaction almost immediately, while also balancing the need to improve containment where the most significant cost benefits can be realized.

For more information about Call Center solutions, contact your J.D. Power representative or visit **jdpower.com/ContactCenterSolutions**

Industry Benchmarks: the measure of success

J.D. Power Benchmarks are the key indicators, drivers, and comparisons of how companies perform relative to their competitors. Only J.D. Power delivers the actionable insights across industries that help businesses improve quality, engagement, and growth. Industries served include:

- Automotive
- Financial Services
- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom

- Healthcare
- Home Improvement
- Government
- Sports
- ...and more

Solutions that measure up

Integrating the voice of the consumer, your vision, plus our industry-specific expertise, J.D. Power creates customized solutions that drive a better customer experience—and better business results.

Data & Analytics

J.D. Power's data and analytics are powered by the Power Information Network® (PIN). PIN gathers millions of automotive retail transactions covering 250 data points from more than 12,000 franchise dealerships across North America with updates daily.

- Automotive Industry & OEM Solutions—PIN
- Automotive Retail Solutions—PowerDealer
- Automotive Valuations—NADA Used Car Guide

- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending: PIN Navigator

Advisory Services

J.D. Power's advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
  — Measurement & Management
  — Customer Experience Strategic Asessment
  — Contact Center Solutions
  — Mystery Shopping

- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing
- Airline/Airport Consulting
- Proprietary

Learn more about how J.D. Power can create solutions that drive a
better customer experience—and better business results at:

jdpower.com

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