

[24]7 Voices™

Delight Customers and Increase Self-service
with AI-powered Conversational IVR

A New Vision for IVR

Businesses are embracing today's digital consumer trends and technologies to engage customers at every step of their journey. While IVR systems have been a workhorse on the front lines of customer service for decades, routing billions of calls and enabling basic self-service, most are stuck in the 1990s. Legacy IVR systems involving touchtone inputs, poor speech recognition, robotic voice, and confusing menus leave callers frustrated, demanding an agent. Today's digitally savvy consumers expect better.

While the digital age has made shoppers more tech savvy, they haven't abandoned the phone channel. They're just using it in different ways.

A [modern IVR](#) is the missing piece in your digital consumer journey.

Customer service journeys begin on the web

Customers today prefer to self-serve, and only resort to the phone when they can't find answers or complete their journey on digital channels.

Phone is now the 'second line' of support

When people enter the IVR, they are often further along in their sales and service journey. They call to complete their journey and expect to pick up where they left off on other channels. They don't want to have to repeat themselves.

The journeys and intents people bring to IVR are more complex

With many calls 'escalating' from other channels, basic IVR features for self-service and routing will only frustrate savvy customers who expect quick service.

Customers are already on your site when they call your IVR

Since they started their journey on the web, why force them to leave? (Hint: You shouldn't.)

64%
of consumers begin
customer service
journeys online

50%
of consumers are
on the website when
they call

- [24]7 data and [24]7 Customer
Engagement Index, 2016

[24]7 Voices Improves Customer Engagement with a Modern IVR System

Conversational IVR Delivers Personalized, Contextual Dialogues

Simplify the customer journey with a cloud-based interactive voice response (IVR) solution that combines advanced speech technologies with digital capabilities to make it easier for customers to self-serve.

[\[24\]7 Voices](#) enables natural language conversations across multiple channels in real time so your customers can self-serve more efficiently and seamlessly transfer to an agent if needed.

[24]7 Voices is journey-aware, using superior intent prediction to orchestrate experiences within and across channels without losing context. All on a single, self-service platform for digital and voice.



Intelligent Automation

Natural language, advanced text-to-speech and speech recognition make customer engagement smarter and more conversational.



Connected IVR

Orchestrate intuitive experiences within and across channels with context. Maximize customer convenience and self-service effectiveness.



Unified Platform

Power voice and digital using a common business logic and prediction layer. Scale across channels and modalities faster and at lower cost.

When orchestrating the customer experience within and across channels, [24]7 Voices focuses on logical channel pairings (like web to IVR or VA to chat) without losing relevant context. These pairings are important because people will cross channels if they can't get what they need on the website, and most will seek live agent assistance.

[24]7 Voices

- Predictive, web-aware conversational IVR allows customers to speak naturally. Use omnichannel data to understand context, and better predict consumer intent.
- Provides visual IVR—a mobile, voice, and digital experience that makes complex interactions fast and easy.
- Deflect calls to lower-cost digital channels with IVR2Digital.
- Single platform for voice and digital means you can build journeys once and deploy anywhere.



Intelligent Automation

Anticipate and understand consumer intent more accurately with patented, multi-layered intent prediction.

[24]7 Voices combines open-ended speech with prediction based on a customer’s omnichannel activity to better understand caller intent. Predictive natural language allows customers to speak naturally while expediting resolution and decreasing AHT— making speech experiences smart and easy.

Unlike traditional natural language processing (NLP) that relies solely on speech utterances, [24]7 Voices layers profile, interaction, and relationship data to build better intent predictions for improved routing, automation, and customer experiences.

Prediction

- Know identity and intent
- Understand open-ended, mixed initiative responses by using patented, multi-layered intent prediction with advanced NLP technologies
- Deliver intent-based experiences

Improve automation and experience

Natural Language

- Allow users to express intents using multiple inputs collected through a series of dialog turns and enabled by conversational dialog trees
- Use one NLP technology across voice and digital

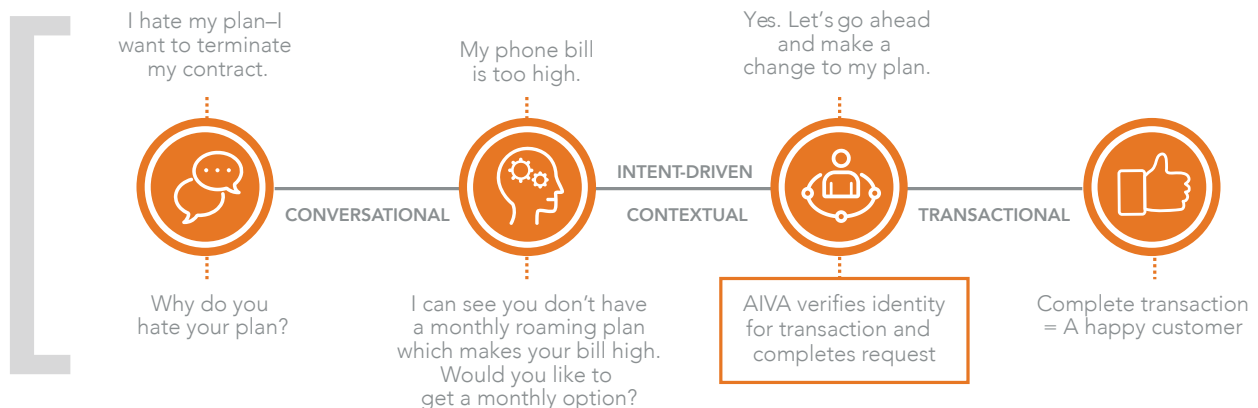
Enable effective, conversational interaction

Advanced Speech-to-Text

- Drive better recognition in the most challenging acoustic environments (mobile, side- speech, music playing) or for callers with thick accents
- Use the same speech science used in Cortana and Xbox—powering 10 million utterances annually

Increase speech recognition accuracy

Understand what your customers mean. Not just what they say.



[24]7 Voices combines natural language processing, intent prediction, and omnichannel data to think, talk, and act like your best human agent. [24]7 Voices knows what to do when a user gives multiple asks (mixed-initiative), how to respond appropriately to a sudden change of topic, can ask clarifying questions to disambiguate a caller’s intent, and treats each journey as a conversation, meaning information isn’t repeated unnecessarily and user inputs are understood in context. The result is smoother conversations, increased automation, and happier customers.



Connected IVR

Orchestrate experiences within and across channels with context to create “journey-aware” interactions

Combine IVR with web, chat, and messaging channels simultaneously to enrich the experience or allow customers to move from one channel to another without losing relevant context so they never have to start over.

- Make phone interactions web-aware and digital, using visual IVR technology with web journey data and channel presence detection for greater personalization in real time.
- Shift interactions from IVR to Digital to resolve certain issues more efficiently.
- When a voice agent is needed, provide a smooth handoff with complete context and digitize the experience with rich visuals that reduce caller effort and shorten AHT.

<p>85% of consumers cross channels if unsuccessful on web</p>		<p>75% of consumers will seek live agent assistance</p>	
<p>Web-Aware IVR</p> <ul style="list-style-type: none"> • Combines real-time web activity with IVR • Maintain journey context when shifting from web to IVR <p>Reduce AHT and increase NPS</p>	<p>Visual IVR</p> <ul style="list-style-type: none"> • IVR + mobile web • Multi-modal IVR interactions combine speech, touch, and visual display <p>Increase self-service containment</p>	<p>IVR to Messaging</p> <ul style="list-style-type: none"> • IVR + Messaging • Deflect callers to a mobile chat interaction on their smartphones with context <p>Deflect calls from voice agents to messaging</p>	<p>Agent-Customer Share</p> <ul style="list-style-type: none"> • Voice agents + web/mobile web • Supplement voice agent interactions with rich visual display <p>Reduce caller effort and increase agent efficiency</p>
<p>- [24]7 data and [24]7 Customer Engagement Index, 2016</p>			

Web-aware IVR

To improve the IVR experience and keep pace with rising consumer expectations, companies are

integrating web and IVR to create a “web-aware” IVR. This modern approach delivers seamless cross-channel customer experiences with lower customer effort and frustration.

The Benefits of a Web-aware IVR

- Reduce repeat contacts:**
 Allows customers to complete transactions and resolve issues quickly leading to lower service costs and customer effort.
- Eliminate channel switching:**
 Customers that can't self-serve on your website and must pick up the phone to call are already on their second channel. By knowing where the customer is in their journey, the IVR is better able to predict the intent and complete the journey quickly in the IVR.
- Reduce agent transfers:**
 A web-aware IVR that understands customer intent and captures key customer information along the journey will be able to route the call to the agents with the correct skill, thereby reducing unnecessary transfers.
- Avoid repeat information:**
 Preserves content when customers switch between the web and IVR channels, thus eliminating the need to repeat information.

Use Case:

To make a bill payment, a customer might go to the web first. If the customer finds any problem with the latest bill or is unable to make a payment online, they would likely call to speak to an agent for assistance. Once they call in and reach the IVR, [24]7 Voices transfers the context, is aware the caller was recently on the web, and knows precisely what they were doing. This speeds answering the question, lowering AHT and improving NPS.

I noticed that you were recently trying to make a payment for your latest bill. Are you calling about that?

Yes.

Okay. You can make a payment right now, or I can transfer you to an agent if you have a billing question.

I have a billing question.

One moment, while I transfer you to an agent to help with your bill.

Hi. I'm Cindy. I see you have a billing question. How can I help you?



CASE STUDY

Personalized and contextual engagement with a major airline

80% of callers confirm IVR correctly predicted their intent

5 pt increased CSAT

Thanks for calling FlyUsAirlines.com support

Prediction 1 Identity

Welcome back Daniel...

I see that you were recently on the website and tried to book flights

Prediction 2 Current Journey

from San Francisco to Boston

Prediction 3 Destinations

departing on Monday August 3rd.

Prediction 4 Date of Travel

Would you like to speak to an agent about that trip?

Yes!

Ok. Please hold while I transfer you to an agent who can assist you.

Route calls to right agent with content

Visual IVR: Augment IVR with powerful digital capabilities

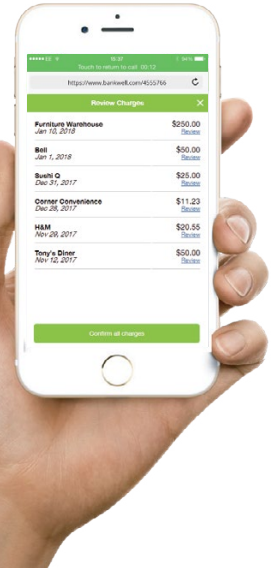
[24]7 Vivid Speech transforms IVR into a voice, touch, and visual experience. With [24]7 Vivid Speech, you can:

- Extend IVR to a mobile, voice and visually connected experience
- Automate journeys previously handled by agents
- Make complex, information-rich IVR interactions fast and easy
- Promote mobile experience, no download of app required
- Deliver a secure, seamless cross-channel experience



IVR Audio:

Thank you for calling Bankwell. Over the last 24 hours we have identified some unusual activity on your credit card ending in 2372. Would you like me to send the details of your charges to your smartphone for you to review?



Chances are at least half of your conversations with customers are on smartphones and connected devices. [24]7 Vivid Speech gives lets you extend your current IVR to give smartphone users an experience that combines an IVR call with a mobile web session. No download is required to enable this 'app-like' mobile customer experience.

With [24]7 Vivid Speech, an IVR caller can be shown a list of recommended flights on their smartphone screen or allowed to visually confirm a list of recent credit card transactions.

2023

Year by which, customers will prefer to use speech interfaces to initiate 70% of self-service customer interactions, rising from 40% today.

- Forbes Technology Council & Gartner, AI and ML Revolutionizes Customer Experience, 2019

78%

of customers expect to solve complex issues by speaking to one person. Most customers won't wait for someone to give them information they can find themselves.

- Salesforce, State of the Connected Customer, 2019



CASE STUDY: VIVID SPEECH FOR FRAUD PREVENTION

A Leading US Financial Services Company

\$12M

Annual savings due to call deflection, fraud loss prevention

92%

Success

86%

Smartphone users accepted multimodal invitation

86%

Rated experience 4 or 5 stars

"This is the first time a seamless integration across multiple channels has been done well."

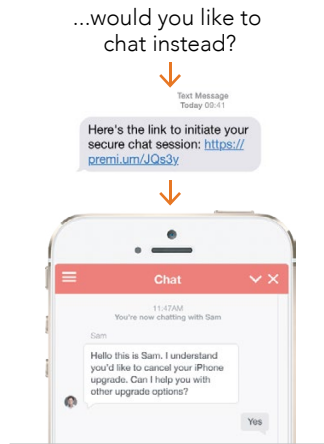
- Sr. Executive, Global financial services leader

IVR2Messaging

Provide immediate service, eliminate wait time, and reduce cost per contact by shifting calls to digital channels with IVR2Messaging

Some journeys are well suited for chat or messaging. Some consumers prefer it. Now you can deflect calls away from voice agents to lower costs digital agents with IVR2Messaging.

- Enhance the customer experience. Resolve customer inquiries quickly by offering the



Callers are redirected to chat or a messaging app



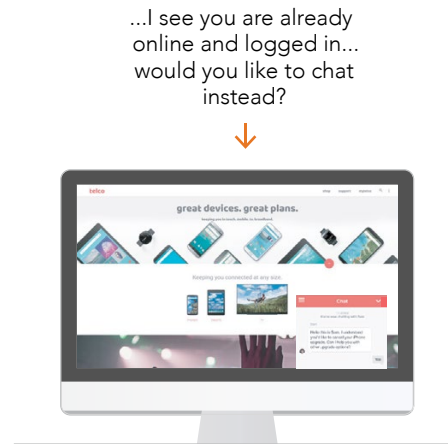
[24]7 Voices makes IVR web-aware



Journey-based prediction targets only customers who are on journeys suited to chat deflection.

option to skip the voice queue. NPS scores increase by +15%.

- Increase conversions. Leverage real-time data for better optimization and targeting. Intent-driven chat boosts up to 30% of online revenue.
- Decrease the cost of engagement. Deflect call volume to the chat channel to lower overall operational cost. On average 20% to 25% cost savings per deflected call.



Patented reservation algorithm guarantees agent availability



Customer is offered chat or messaging option within secure web session



Warm handoff designed with focus on user research best practices

IVR2Messaging Deflection at a Leading Telecom

35%

Reduction in cost per interaction, by deflecting a voice call to a chat

Results with IVR2Chat

10%

Share of call volume deflected to chat*
*Based on the volume of call types qualified to be offered chat

10%

Increase in NPS*
*NPS for deflected chats compared to same-intent voice calls

25%

Increase in contact resolution*
*First Contact Resolution (FCR) for deflected chats compared to same-intent voice calls

80%
of American consumers point to speed, convenience, knowledgeable help, and friendly service as the most important elements of a positive customer experience.

45%
of U.S. consumers say customer experience at most companies needs improvement.

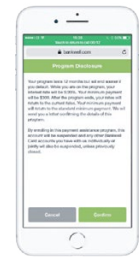
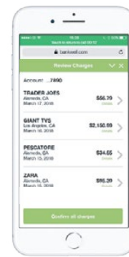
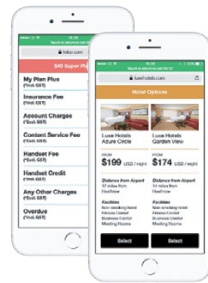
Only 38% of U.S. consumers say the employees they interact with understand their needs.

- PWC, *The Future of CX*, 2018

For Voice Agents: Give Voice Calls a Digital Upgrade with [24]7 Active Share™

If a voice agent is needed, digitize the experience with rich visuals that reduce caller effort and shorten AHT.

- **Transform agents from order takers to guides.** Voice agents can augment a call in real time with rich interactive visual content.
- **Deliver personalized interactions flexibly.** Enhance 25-50% of all voice agent calls.
- **Improve information presentation.** Makes mundane tasks fast and complex ones a breeze.
- **Boost voice support KPIs.** Reduce customer effort and call handle times. Improve sales +10 to +20 percent and CSAT/NPS+10 to +20 percent.
- **Deploy easily.** Leverage the existing voice technology stack without high incremental investment.



Improve Sales Conversions

Support conversion, upsell, and cross-sell with product/plan comparisons, recommendations, or features.

Reduce Customer Effort

Make support calls easier for plan changes, rewards, order status, file/image upload, account management, or troubleshooting.

Reduce Costs

Shave minutes off call handle times for bill explanation, terms & conditions, account validation, legal and compliance.

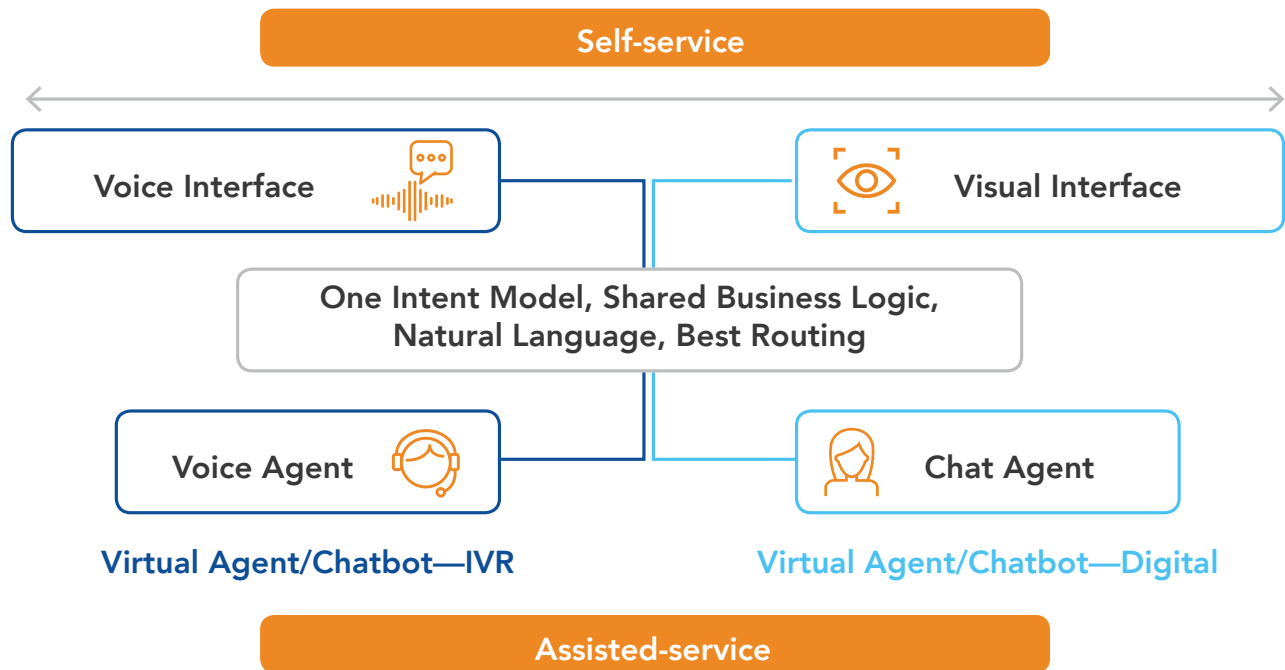


Unified Platform

Unify self-service and modernize IVR with a connected platform for voice and digital

Break down the walls between digital and voice with a unified self-service platform that uses a common business logic, intents and prediction layer across all channels (IVR, VA, chat, and messaging) and modalities (voice and visual/touch). Build once and deploy everywhere faster and at lower cost.

[\[24\]7 Conversations™](#) allows you to create, deploy and manage bots across multiple channels, pulling all your bots into one easy-to-manage tool. The Conversation Builder offers a graphical interface that lets you easily create automated conversations. Create one bot that can be deployed to multiple channels and leverage the same intents and processes to implement in the IVR channel. Using a single system will help manage costs and allow your teams to more easily maintain, modify and optimize your voice and digital bots.



Choose a leader in conversational IVR

- Deep expertise: 150+ customers globally, 20+ years experience, 200+ pre-defined vertical specific intent models. Drive 20 percent increase in self-service and up to 90 percent call completion over traditional IVR.
- Enterprise speech cloud: Enterprise-grade, standards-based, shared, speech recognition, and voice web browser in the cloud with powerful APIs. Inbound and outbound calling capabilities. Offers capacity on demand for billions of calls a year with carrier-grade performance and service levels—99.9 percent platform availability. Zero-downtime updates. Pay-as-you-go capacity or outcome-based pricing.
- [\[24\]7 Voices](#) enhances security without complicating the customer experience. Call verification flags suspicious inbound calls to stop fraud before it starts; biometrics verify speakers with simplified voice-based authentication.
- The platform supports self-serve tools for user onboarding, provisioning, and managing the application life cycle. Model Workbench tool enables advanced application development, model creation, and tuning.
- [24]7 Voices offers comprehensive, out-of-the-box, interactive, visual dashboards. An easy-to-use tool allows you to create custom reports and dashboards to get the data you need.

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About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information visit: www.247.ai