The Gap between the IVR and the Contact Center
When post call surveys ask participants to rate their “overall caller experience” they will always consider the entire call, starting from the moment they hear the welcome message in the IVR all the way until the end of the conversation with the agent. This includes important factors such as IVR design, wait times, agent handle times, and agent-to-agent transfers. However, when analyzing whole calls we rely on two separate sets of reports, normally owned by two separate groups of data scientists, frequently employed by two separate companies. Obviously it has been challenging to marry these reports that drive important business decisions to improve caller experience and increase ROI. I will describe some scenarios and solutions to narrow the gap between the IVR and the contact center.