

MONETIZE PHONE CALLS AND MAXIMIZE CALL CENTRE ROI WITH

Skipmenu Visual Interactive Voice Response (IVR)

Extend the capabilities of audio IVRs by engaging callers with visual content and intuitive navigation



Your customers **hate** your IVR. They hate the “menu options that have recently changed” and the long, confusing voice prompts that push them into phone mazes. Unsurprisingly, most (83%) consumers believe that IVRs exist only to save servicing costs for the company.¹ Bottom line? A poor IVR undermines your entire customer relationship strategy.

Despite the pain points, customers don’t hate IVRs for what they’re meant to do – route them to the right answer.

That’s why Skipmenu visual IVR (VIVR) is designed to give your callers the most intuitive, frictionless contact experience. Our mobile-optimized VIVR not only delivers a superior user experience for consumers, but lowers call centre costs and increases sales revenues for your business as well.

Features	Benefits
Visual menu-driven interface	Increase fast and accurate menu navigation, lowering call handling times and improving self-service resolution rates
Hyper-targeted advertising	Maximize ROI with visual ads for upsell, cross-sell and retention offers, filtered and segmented by caller intent
Omni-channel experience	Redirect the caller off the voice channel to chat, email, self-serve options, or request a future callback
Information-rich input	Encourage easy entry of alphanumeric data (e.g. membership numbers)
Plug-and-play integration	Integrate Skipmenu VIVR with your existing call centre system without additional capital investment
Automated chat assistant	Automate customer engagement and self-service using natural language technology and intelligent dialogue

Skipmenu VIVR makes it easy for your customers to get what they need, which translates directly into increased customer loyalty, higher revenues and ROI for you. Showing your dedication to providing exemplary customer service not only differentiates you from rivals, but also makes your company something to talk about.

¹ 2011 New York University Consumer Perception of Interactive Voice Response Systems Survey



www.skipmenu.com

About Skipmenu Limited

Skipmenu is reinventing the relationship between telephony, customer service and technology. Everyday, thousands of users converse with businesses through Skipmenu mobile, web and chat applications. The company is based in Canada, with offices in Hong Kong and Germany. For more information, please visit skipmenu.com.

For Skipmenu offices and contact information: <http://skipmenu.com/contact>

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