

## IVR Assessment Program



Knowing the specific elements of a superior IVR experience will help your company save time and effort, while increasing customer satisfaction.

As technologies change and consumers' expectations of call center performance increase, there is a growing need to know which IVR interactions yield the best results and why. Delivering a superior call center experience requires that you understand how your company's IVR system compares with those of competitors as well as with the highest performers across multiple industries; the differences between your IVR and those used by high-performing call centers; and which actions your company should take to improve your system and incorporated into an overall strategic plan for future performance.

### THE SOLUTION

The *J.D. Power and Associates IVR Assessment Program*<sup>SM</sup> provides your company with an in-depth, actionable analysis of your IVR system and its attributes, including:

- **Call Segmentation**—Identification of the most impactful customer interactions with your IVR
- **Mystery Shop Competitive Transactional Analysis**—Based on the interaction experiences of customers conducting actual transactions within your IVR, as well as those of your competitors and the highest performers, the program will allow your company to:
  - Identify and close immediate performance gaps
  - Craft a long-term, sustainable strategic framework to support IVR performance excellence by examining:
    - Your company's IVR performance
    - Your competitors' IVR performance
    - Highest performers' IVR performance across multiple industries
- **Best Practices and Research**—Examination of best practices within and outside your industry, based on J.D. Power's exclusive multipoint, cross-industry database and syndicated study research results

### THE BENEFITS

The IVR Assessment Program will provide your company with data to help you not only make the most effective, immediate adjustments to improve performance, but also to make prudent strategic choices to sustain performance excellence in the future. Knowing the specific elements of a superior IVR experience will help your company save time and effort, while increasing customer satisfaction.

## COMPLETE THE PICTURE

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J.D. Power offers a comprehensive suite of solutions that deepen insights into all phases of the customer life cycle, allowing you to make more informed business decisions.

### Industry Benchmarking

J.D. Power's independent industry benchmarking research measures quality and customer satisfaction based on survey responses from millions of customers worldwide. The company has one of the largest, most comprehensive historical customer satisfaction databases in existence, which includes feedback on customers' shopping, buying, and ownership experiences for a variety of products and services.

### Tracking

J.D. Power offers two tracking solutions that enable you to measure quality and customer satisfaction in real time and compare the data against industry benchmarks to identify areas of improvement:

 **Acutrend™**—Provides a 360° view of the customer experience in real time through a Web-based user interface that allows for an analysis of every key performance measure against industry benchmarks



**Custom Tracking**—Offers a customized research and customer satisfaction measurement and tracking on a proprietary basis utilizing a variety of data collection methods, which are accessed via a user-specific data-reporting platform

### Social Media Insights

Collect and evaluate consumer sentiment in its natural form—unprompted.

J.D. Power's advanced social media intelligence solutions easily integrate into your existing research, surpassing the basic monitoring tools that many companies currently use.

### Text Analytics

J.D. Power's state-of-the-art text processing technology can analyze all of your unstructured text—gathered from any source—and provide actionable solutions and analyses that enable rapid, effective responses to the continuously changing needs and opinions of consumers.

### Digital Experience Evaluation Solutions

Gain an understanding of how consumers interact with your website, as well as whether your website is meeting the needs of consumers and how your website stacks up against those of competitors. J.D. Power experts work with you to re-engage consumers on your website and to implement sustainable improvements.

### Mystery Shopping

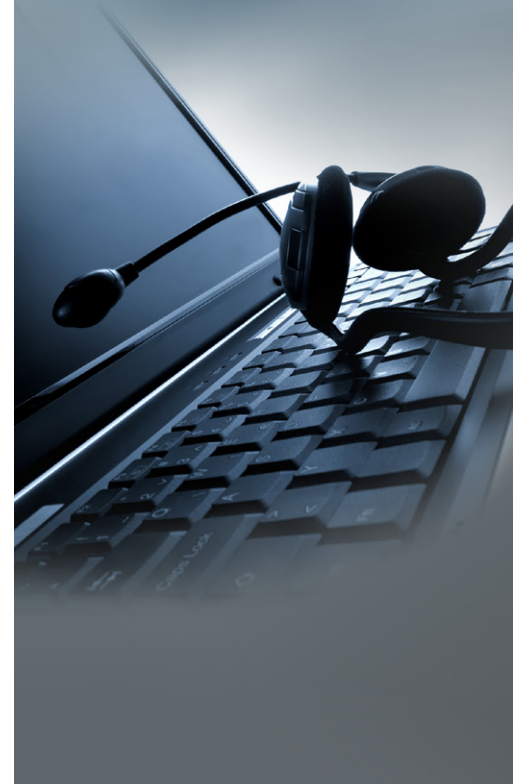
Take advantage of J.D. Power's rigorous and comprehensive sales and service mystery shopping, observational audit, and compliance services, which can be customized to virtually any industry.

### Consulting and Training

Develop competitive advantages by integrating Voice of the Customer data, benchmarking study findings, and J.D. Power's industry expertise into your strategic planning and operational activities.

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