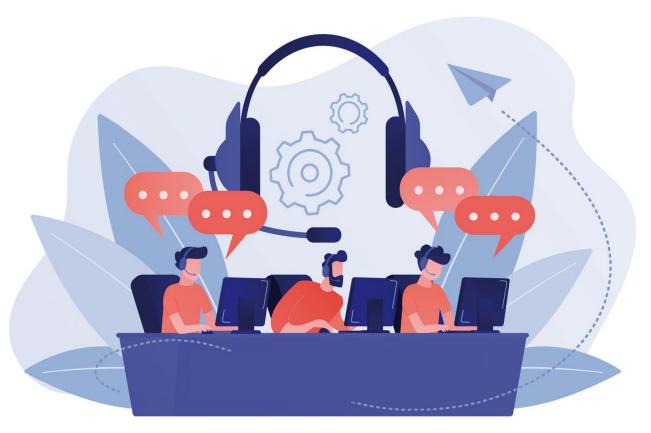# Interactive Voice Response

Formant Information Technologies

Interactive Voice Response technology, which is one of the technologies that emerged as a result of the need for dialogue-based interfaces today, enables user and software interaction.

Thanks to IVR, users communicate with pre-recorded or dynamically prepared systems by voice or by dialing and perform various operations.

With its capacity to serve all day, our IVR technology improves the user experience by offering special and practical solutions to the user. The IVR system, which does not require any operator, reduces the need for the customer representative and reduces the labor costs.

Enhanced Self Service Experience

Interactive Voice Response systems with button menu structures are offered to their customers by businesses. However, systems with this structure are complex and can cause loss of time for the customer. Conversational IVR allows customers to solve problems using their own expressions. Thus, it offers an improved self-service experience compared to other IVR systems and increases customer satisfaction.

Offers Quality Service

Conversational IVR provides a practical customer experience that customers can reach at any time of the day and receive 24/7 service, preventing loss of time and grievances. It provides the same service quality in different channels by allowing customers to easily continue the conversation initiated in one channel on other channels.

Reduce Expenses While Increasing Satisfaction

In addition to the danger of losing customers who are not satisfied with their services, businesses damage the image of the business / institution with the negative comments they make around them. Conversational IVR increases customer satisfaction with its advanced self-service experience and 24/7 quality service. Providing a consistent service quality across all customer interaction channels, this technology reduces operating costs by increasing self-service rates by 30%.

Communication with Natural Dialogue

Conversational IVR, thanks to the Natural Language Processing (NLP) technology it contains, helps users to perform their operations by speaking with natural expressions without having to waste time navigating through complex menus.

Interpretation

Thanks to its signification feature known as Intent Recognition, which is an important component of NLP systems, it allows users to express their demands - including complex queries - in their own words. It reveals the real demands of the customers by asking additional questions if the statements are not clear enough. Thus, a humanoid dialogue is established between customers and software.

Personalized Service

The understanding of quality customer service requires meeting the variable needs for different customer profiles. Voice IVR provides a personal customer experience by allowing different responses to be defined for different customer profiles. For example, a more formal welcome message may be used for corporate customers compared to individual customers. Thus, it becomes easier for customers to identify and bond with the business.

Multi-Channel Experience with Full Integration

Conversational IVR supports different client applications and channels, allowing businesses to easily integrate into various platforms and technologies according to their application needs. Thanks to the flexibility it offers, it gives businesses the opportunity to automate the customer experience with a multi-channel approach. Thus, it contributes to the customers to have a consistent self-service experience of the same quality from any channel.

Flexible Structure

Conversational IVR works without compromising its performance in both on-site systems and cloud-based environments. Thanks to its flexibility, it can be easily integrated into any system preferred by businesses. In addition, the system allows to develop tools to meet customer needs.

Named Entity Recognition

With the Named Entity Recognition feature included in the Conversational IVR, it facilitates and accelerates the process of labeling dynamic fields such as date, name and number which take time otherwisse to introduce to the system. For example, when the field is tagged as "@date"; The system matches any date entered by the customer with that field.

Practical Decision Tree

Conversational IVR is structured on a decision tree as in conventional IVR systems, and includes a main menu divided into sub-menus. Thanks to its user-friendly interface, it is possible to easily design the decision tree from beginning to end. By defining different terms in the menus, customers are guided correctly. The technology has the ability to ask questions to complete missing information on the issue the client wants to take action on.

Additional Questions for Multiple Matches

Conversational IVR understands what customers mean by asking additional questions when faced with subtle queries or if customers say something that matches multiple menu options. Thus, by understanding the intention of the customers, he can make the necessary guidance correctly. For example, if the customer says "I want to report a lost card", the system asks whether it is a money card or a credit card, and directs the customer to the appropriate unit in line with the answer given.

Comprehensive Reporting

With its detailed reporting tool, Conversational IVR gives information about menu distribution, matching and speech recognition results. It gives an idea of whether the system is used correctly by showing exact match, multiple match or mismatch in the menu. In this way, it enables the awareness of the revisions to be made in the menu design and provides an opportunity to make arrangements that will improve the customer experience.