



IVR SOLUTIONS

Seamlessly Blending IVR Technology and Live Agents to Maximize Sales

More companies than ever are turning to interactive voice response (IVR) and automated speech recognition (ASR) to lower the cost of their customer acquisition and inquiry calls. But cutting costs using these technologies doesn't always translate into greater profitability. Many IVR solutions turn off potential buyers with an impersonal and hard-to-use interface – for example, callers can't ask questions, prompts are often slow or unresponsive, and incorrect responses can result in call abandonment. In addition, few IVR vendors can incorporate branded campaign elements or seamlessly transfer a call to live agents to save a sale – options that can dramatically improve customer experiences and conversion rates.

LIVEOPS: HIGH-QUALITY SOLUTIONS BLENDING AUTOMATION AND LIVE AGENTS

LiveOps brings industry leadership to the IVR by providing a full-service IVR solution that enables you to create an optimal, end-to-end customer experience that minimizes dropped calls and maximizes revenue. Rather than taking a one-size-fits-all approach, LiveOps delivers fully customizable solutions that seamlessly blend best-of-breed IVR and ASR technologies with industry-leading, independent home agent services. Nearly any combination is possible with LiveOps. In addition, our innovative, on-demand call center technology gives you complete transparency into your campaign results, regardless of the solution (or solution combination) you select. As a result, you always know what's happening in real time so you can optimize campaign outcomes.

Deliver an Unmatched Customer Experience

LiveOps offers a sophisticated IVR solution that allows your commercial's energy and brand to continue on the phone so customers retain their enthusiasm about your product's benefits while enjoying a professional, user-friendly call experience. Our Voice Performance Team will work with you to understand your target audience and unique caller expectations and then experiment with advanced user interface designs, professional audio production, sales strategies, and branded audio campaign elements to develop just the right design for your campaign. Once the campaign is running, our team can help you continually tune and refine the caller experience to increase containment and maximize conversion rates. The end result



“LiveOps was able to demonstrate the actual revenue difference between IVR and live-agent services in a split test. Since then, we have been able to tweak our campaign to determine the best mix, which has increased our campaign revenue by about 23%.”

Keith Mirchandani
President, Tristar

is an exceptional telemarketing program that ensures tight continuity with your infomercial creative – and ultimately improves your revenue.

Gain Full Transparency and Optimization Capabilities

As a single-source vendor, LiveOps provides you with full-time transparency into your campaign results, regardless of whether you are leveraging IVR, agents, or a blended model. Only LiveOps provides detailed filtering across all aspects of your campaign so you can see the actual call data at every stage in the process. You can also get an accurate picture of caller drop-offs and call conversion issues to help identify areas for campaign improvement. By combining this visibility with our rapid tuning and optimization capabilities, LiveOps enables you to achieve unprecedented revenue from your IVR campaign.

Ensure Every Order Is Really an Order

LiveOps also offers real time, in-house transcription capabilities; address validation; and double-transcription auditing to help ensure that every call becomes an order. These capabilities enable LiveOps to achieve the best customer retention rates in the industry, as well as the highest number of true orders (in head-to-head tests with competitors). In addition, our lead generation services can schedule either automatic or live-agent call backs to prospects within 24 hours to close any outstanding orders or recoup incomplete orders, further increasing your actual revenue and profitability.

Turn the Call Center into a Profit Center

When you allow LiveOps agents to offer third-party upsells on the back-end of your calls, you can offset up to 100% of your telemarketing expenses. Unlike competitors, we help align third-party upsell offers with your brand and products so that these affinity offers complement your offerings and are well received by callers. Participating LiveOps customers typically increase their profit by up to 50%.

THE BENEFITS OF COMBINING QUALITY WITH HIGHER REVENUE PERFORMANCE

LiveOps combines a high-quality, customizable IVR solution with live-agent services to deliver a better customer experience and improved revenue results. Leveraging features and capabilities such as voice optimization, effective error handling, instant outbound services, and optimization tools, you can test and tune your LiveOps IVR solution to achieve the best long-term performance and profitability. Even better, you can achieve these results without sacrificing your brand or customer experience.

Are you ready to make the most of your automated campaigns? Contact your LiveOps sales representative today or learn more at www.liveops.com.



5425 Stevens Creek Blvd.
Santa Clara, CA 95051
Telephone (toll-free): +1.800.411.4700
Telephone: +1.408.844.2400
www.liveops.com



KEY BENEFITS

- Deliver a better customer experience with a blended IVR and live-agent model
- Offset up to 100% of your call costs with well aligned, third-party upsells
- Help reduce back-end returns
- Lower handling costs and increase handling efficiencies
- Minimize zero-outs, in-process agent transfers, mid-stream call abandon rates, and call backs
- Gain full transparency into performance and tweak campaigns to optimize outcomes
- Leverage flexible configuration designs that include elements such as blind zero, pre-IVR messages, live-agent access, and user error detection
- Boost conversion and profitability by leveraging integrated lead generation capabilities
- Use LiveOps' in-house sound studio and tens of thousands of audio prompts
- Leverage key personality or other branded audio assets
- Increase call conversion with 24-hour call transcriptions and double-transcription auditing

IVR APPLICATION FEATURES

- State-of-the-art voice XML and IVR telephony solution
- 99.99% platform availability
- 24x7x365 monitoring