

Voice Channel Assessment

Optimize the voice channel in a digital-first world



Voice is still king

Despite the insurgence of digital channels, voice was still the most preferred customer service channel for more than 76% of consumers in recent customer satisfaction research done by CFI Group. Additionally, voice acts as the front door to your brand, with a majority considering it a major influencer in consumers' perceptions of a brand.



Is your voice channel helping or hindering the customer experience and operational effectiveness?

The human element remains the most critical factor in brand experience, however it is increasingly becoming neglected in favor of digital channels.



Get voice and digital working in harmony with our voice channel assessment

We examine all aspects of the voice channel, including the IVR and contact handling, and develop a comprehensive list of improvement opportunities, including recommendations to redesign the IVR, optimize routing and queuing, introduce self-service automation and deflection to digital channels, and increase contact handling efficiency.

Top complaints about voice

- ! Frustrating IVR/ Pre-agent experience
- ! Agents aren't empowered to deliver an FCR experience
- ! Lack of personalized experience
- ! Time to reach an agent

Lack of consistency across channels



65%
of customers
are frustrated
by inconsistency
across channels

Assessment detail

Through our platform/technology-agnostic approach, the TTEC Experience Strategy team will conduct the following activities to assess the current-state of the contact center's voice channel to provide operational and experience optimization recommendations.

- Call Driver Analysis & Digital Discovery
- Voice Channel Strategy Understanding
- IVR Design Review
- Caller Identification & Authentication Assessment
- Call Arrival Analysis
- Routing & Queueing Strategy Review
- Call Type/Reason Analysis
- Contact Handling & Agent Desktop Assessment
- Workload Complexity Analysis
- Technology Capability & Platform Integration Review
- Call Deflection & Self-Service Strategy
- Omnichannel Readiness Assessment

Deliverables

- Current-State Observations & Analysis
- Future-State Recommendations
- Automation Readiness Assessment for Bots & Asynchronous Messaging
- Now, Next, Later Investment Roadmap
- Investment Estimates & Simple ROI Calculations

Dependencies

- Provide current IVR-tree and design documents
- Provide call volume, call type/reason, and corresponding handling metric data; last 12-24 months
- Provide call/screen recordings for all contact reasons & workgroups; last 6-12 months
- Access to technical teams and operations leaders

Voice Channel Assessment Outcomes

- **Decreased handle time** as a result of pre-agent authentication
- **Reduced cost to serve** as a result of call containment and deflection to lower cost-to-serve channels
- **Accelerated customer adoption** of self-service channels
- **Optimized staffing levels** through workgroup restructuring
- **Improved agent productivity** through contact handling complexity reduction
- **Increased agent satisfaction** as a result of agent desktop redesign efforts
- **Expanded reporting capabilities** based on KPI establishment and management through insights

Why TTEC



The DNA of your Customer Experience

Every customer experience strategy should be unique to the customer, employee and competitive requirements. Our consultants will help shape and define the customer experience strategy that the operational footprint needs to support.



We are Operational Experts

Our consultants all come from deep contact center operations backgrounds. We don't just deploy technology...we deeply understand how to work with your operations leaders to prepare for and execute operational and experiential change.

3.5 million customer interactions daily

60,000+ employees

6 continents

50 languages

\$4B annual revenue delivered or managed for B2B clients

5:1 ROI delivered in acquisition sales



Client Story

Destination healthcare provider improves patient experience through IVR and messaging enhancements

7%-13%
reduction in AHT

40%
annual call deflection

~\$746k
estimated annual savings from deflection

Start optimizing your voice channel today

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About TTEC

TTEC Holdings, Inc. (NASDAQ: TTEC) is one of the largest global CX (customer experience) technology and services innovators for end-to-end, digital CX solutions. The Company delivers CX technology and operational CX orchestration at scale through its proprietary cloud-based CXaaS (Customer Experience as a Service) platform. Serving iconic and disruptive brands, TTEC's solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital and cognitive technology, the Company's Digital business designs, builds, and operates omnichannel contact center technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The Company's Engage business delivers digital customer engagement, customer acquisition & growth, content moderation, fraud prevention, and data annotation solutions. Founded in 1982, the Company's commitment to CX excellence has earned its leading client NPS scores worldwide. TTEC's nearly 62,000 employees operate on six continents and bring technology and human ingenuity together to deliver happy customers and differentiated business results. To learn more, visit us at www.ttec.com.