



Visual IVR Case Study

Fortune 50 Technology Company

Company Background

This Fortune 50 technology company has products for both the B2B and B2C markets and is the leading platform and productivity company for a mobile and cloud world.

The Main Challenge

This company set out to resolve a number of challenges across various business units. For their retail stores, the goal was to empower the customer with additional digital channels for an improved self-service experience. Other business units set out to improve self-service for product activation and renewals, improve help desk authentication and initial triage, and improve authentication and call routing.

Solution

This company searched for a digital engagement solution that could provide traditional voice callers with a digital alternative. After an intensive market search and vendor comparison, they chose Jacada Visual IVR.

They implemented Visual IVR which provided voice callers the option to pivot into a digital self-service session, where customers could easily resolve their inquiries without speaking to an agent or a store associate.

The solution was first deployed to the retail store which allowed callers to quickly and easily resolve questions on their digital device, including inquiries such as "Where is my order", scheduling appointments, location searches and inventory. Following the successful rollout to the retail stores, other business units subsequently implemented Visual IVR to improve self-service for product activation and renewals, improve help desk authentication and initial triage, and improve authentication and call routing.

Speaking to the maturity and robustness of Jacada Visual IVR, the initial deployment was completed in two months.



Benefit

Of callers given the option to engage digitally through Visual IVR, over 45% of callers chose this new innovative service, and gave it a resounding

99% customer satisfaction rating.

Customer effort was reduced by 70% (from 4.20 minutes to 1.20 minutes) and this company realized **savings of over \$4 million USD annually.**

Primary Impact



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