

DESIGNING FOR THE DIGITAL WORLD

HOW TO CREATE AN IVA

DISCOVER HOW
WE DEVELOP
IVAs





ACHIEVE ALWAYS ON SERVICE

REDUCE COSTS. INCREASE PRODUCTIVITY.

Today's customers demand immediate answers, speedy responses to questions and searches. They expect to self-serve. And they expect to do so across all channels.

Unsurprisingly, at the same time businesses are looking for ways to cut costs, increase operational efficiencies whilst still delivering customers high expectations.

IVA technology can help businesses to achieve just that, rising to demands for the immediate, **"always on"** service customers expect whilst reducing costs through automation, reduced time wasted by valuable agents on tedious but essential tasks (ID&V, password reset, balance information, to name just a few).

In this guide, we'll show you how we create IVAs for our clients.



HOW TO CREATE AN IVA

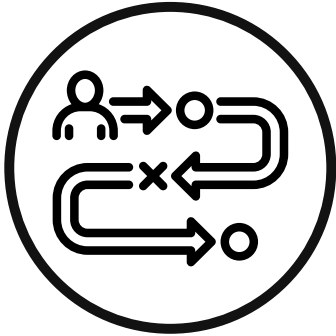
Creating an IVA is ultimately about understanding what the end goal is - the purpose, the objective of the IVA. Then building blocks of tasks or events to reach that goal.

We then look at the design, development and training elements. IVA's need to know what to do, which route to take, and when, at each trigger point.

The success of an IVA is measured by people's usage. We all know there's no point investing money into any type of technology unless it's used as intended. In our experience, success is very much about designing the right experience.

How do you want that person to feel on that journey?

It's crucial to think about the end-to-end journey from the outset.



UNDERSTAND THE EXPERIENCE, TO BUILD THE JOURNEY

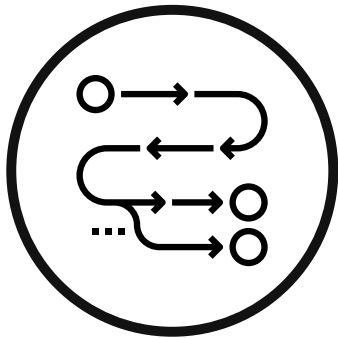
Next, we look at the type of experience, the journey required.

Is the IVA for obtaining personal information, answering specific questions, or answering general knowledge-based questions? In other words - what are people getting in touch with you for - what do they want to do, and what do they want to achieve? At the same time, we also look at the how - what channels do they prefer to use?

Getting these building blocks right at the very start is essential for a great end-to-end journey to ensure people come back to use the solution time and time again.

Once we understand the journey and the end goal we move onto creating the tasks (the events). We design, develop and train the IVA to understand how and what to do when certain events are triggered.

Trigger point training is pivotal for the IVA to self-learn.



CREATING THE FLOWS

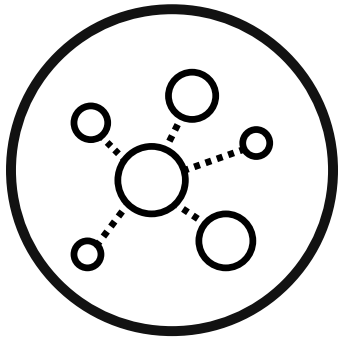
We then create the flows that the IVA will follow depending on the trigger points.

Through the training stages IVAs learn to understand what to do and when. For example, the phrase, "Hi, I missed a delivery from you today, can I re-arrange it, please?" has all the info the IVA needs to start a natural conversation.

The decision now is where the IVA goes from here. We know what the end goal is - what's the customer's journey and experience to be?

Designed and trained correctly the IVA will have picked up on a number of important details already given, and what's missing. For the above scenario, the flow is a data collection one, whereby the IVA will ask for the shipment number and postcode.

Once we've identified the shipment, we need to fulfill and process the request in real-time.



FOR TRUE END-TO-END SELF-SERVICE JOURNEYS

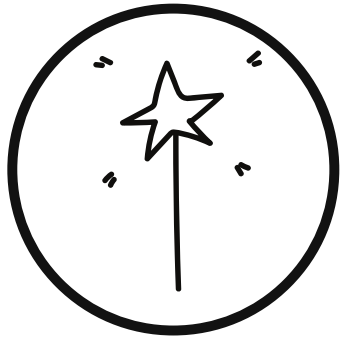
And then, we integrate.

Integration enables IVAs to provide real-time, fully automated self-service experiences from start to finish. True end-to-end self-service journeys.

It's done by integrating IVAs with back-end systems, databases, payment gateways, CRMs, tools and/or APIs that hold all the relevant data needed to action requests. And in the case of our example, to re-book the delivery.

Here's where the decision on what the true experience is going to be is made. Do you offer the customer a choice of delivery days, timeslots, delivery to another address, collection from a depot instead?

What happens if the user's situation is a little more complicated. Do you deflect the user to a live agent?



BRING YOUR IVA TO LIFE WITH A SPRINKLE OF PERSONA

Automated self-service solutions are fantastic for any business, in any industry, regardless of company size, from global blue-chips to the tiniest of businesses.

It's up to you how your IVA will handle requests, how the journeys flow.

What's really important is that the IVA reflects your brand. So, add a bit of you into your IVA, to bring your brand persona to life. For example, when scripting think about how your real-life agents talk to customers - what words do they actually use? You never want to lose who you are. Automated processes should never actually feel robotic to the user. You don't want to try to "trick" people into thinking they're connected to a human, but equally being too "robotic" often frustrates.

The views and opinions of people are extremely important to your business, particularly in today's world of instant social media.



REMEMBER
THERE'S
ALWAYS ONE

THOUGHTFUL AUTOMATION

When creating IVAs we ask clients to consider how much of the journey can and should be automated. Designed right, the majority of customer and user activities can be self-service from start to finish, across any digital channel.

Looking at customer behaviour patterns is a great way to predict how people will use your IVA. We all know though that there's always at least one person, that's the exception to the rules. Therefore considering all scenarios and situations is key to getting the journey and experience right for every user, every time.

We hope this short guide helps you to create a fantastic IVA for your business. We wish you good luck and every success.

If you need help - or simply just don't have the time to create one, we'd be more than happy to build one with you. Give us a call or drop Maxine an email.



ABOUT US

CALL US 0333 566 0000 OR EMAIL
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We develop automated, self-service solutions. Technology that makes life easier for your agents and customers. Self-service applications that enable businesses to reduce customer service costs through automation, across all channels - voice, chat, sms.

From IVA, IVR, chatbots and voice assistants to biometrics, our solutions allow businesses to create customer experiences that exceed expectations at all levels. Our dedicated in-house development team are experts in automated, self-learning AI technologies that help businesses perform better. In the Cloud, on-premises: any way our clients want it.

We deploy our solutions around the World, with a local approach, a personal touch. And support our global clients in exactly the same way, 24 hours a day, 7 days a week.

