



# From the RX pad of the IVR Doctors

Specializing in  
Automated Phone System  
Diagnostics & Optimization



## “Ho, Ho, Ho... Oh, No!” Your IVR just lost you a sale...

We have been on the road a lot lately, and in one recent trip, had to find a nearby electronics store in a town unfamiliar to us. No problem, for in this Google world, two were easily found, and both in close proximity to our hotel.

Not sure of their store hours and availability of the equipment we needed, we called the first store, **Best Buy**, and got their store level IVR. The options were pretty clear, and we chose sales (assuming a higher priority), so the navigation was simple and easy. It greeted us promptly, and even mentioned that there was only one caller in front of us, another nice touch!

Then, as a musical interlude, we were told we'd hear Christmas music... again, no problem, as it was mid-November, so “Jingle Bells” was a welcome diversion, and a nice touch, compared to bland, typical Muzak on hold. Little did we know at the outset that this holiday medley would be rockin' around the clock for the next 31 minutes!

During that time, we negotiated our way, by car, to the other electronics store, **Radio Shack**, bought the equipment we needed - but shamelessly remained on hold with Best Buy. When did they pick up? Right *after* we had made our purchase at Radio Shack!

The startled Best Buy sales person, who finally answered our call, was incredulous - truly - that we had been on hold for 31 minutes (we counted), apologized, and asked what she could do. Here's a thought: Maybe tell someone at Best Buy to work on their IVR protocol and routing, and spend as much time figuring out how to answer a call, and make a sale - with purportedly only one caller ahead of us - in under 31 minutes! (*Heck, it wasn't even the full swing Christmas shopping season yet, so they couldn't have been that busy on a Monday night in November.*)



**Moral:**

**Chestnuts roasting too long on an open fire can lead  
your prospective customers to buy elsewhere!**



Join us in Orlando at the  
**Contact Center Association's Spring Conference**  
April 24-26, 2012  
Click [here](#) for details.



**And finally, our best wishes for a happy and healthy New Year  
to all of our wonderful clients, colleagues, friends, and associates!**

**2011 has been a banner year for the IVR Doctors,  
and it's all thanks to those of you who put your faith and trust in us.**

**We always bring our full enthusiasm, passion, and a bit of fun to bear in  
completing very challenging projects.  
We look forward to doing the same in 2012!**



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