

From the RX pad of the **IVR Doctors**

Specializing in
Automated Phone System
Diagnostics & Optimization



Metrics Matter – Part I

Don't miss this opportunity for cost and productivity improvement.

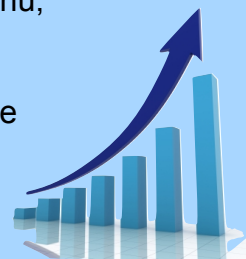
Call centers are measured inside and out, but often left out is a thorough look into your IVR/ASR's contribution – or lack thereof – to cost containment and customer satisfaction.

Sure, you may track *overall contact* satisfaction and standard system metrics, but that 100,000 foot view often masks important information. And, most often, those results are not compared to one another!

We've been asked what's important to track. We will expand on this in subsequent newsletters, but the quick answer is that you must know, at a minimum, the following:

- % of all calls that are completed without representative intervention (i.e., self-service);
- % of calls that fail the account identification process; and
- % of callers who press zero/say AGENT or REPRESENTATIVE at the main menu, and at all sub-menus.

With just this data, and with an understanding of your system goals and technology, we can tell how your system may be helping or hurting your service objectives, and most importantly, your company's bottom line.



We'll have more on this in newsletters to come, but if you suspect trouble now, call us. We'd be happy to take a look at your metrics and give you a diagnosis.

Lock in Your \$500 Savings on the 2010 IVR/ASR Energy Utility Benchmark Report



Don't leave \$500 on the table today and potentially thousands tomorrow! Some of our clients have quantified tens of thousands of dollars in long term savings from increased self-service utilization and decreased telecommunications costs.

The 6th annual Market Strategies International IVR/ASR Energy Utility Benchmark Report, covering 60* companies, is available for your immediate order. Order now, with no payment due until May 1, to lock in your \$500 discount at the \$1,495 prepublication price. After May 1, the report price will be \$1,995.

Each company that purchases the report also gets a custom consultation with the IVR Doctors, with concrete and specific "low hanging fruit" ideas for immediate improvement and cost savings - along with intermediate and long-term analysis on improvement strategies to consider over time.

Get report information, a working list of companies (*additional companies can be added by request), and ordering details at:

http://ivrdoctors.com/IVR_Doctors/IVR_Benchmarking.html

or

http://www.ivrdoctors.com/IVR_Doctors/Benchmark_Uilities.html

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