



# From the RX pad of the IVR Doctors

Specializing in  
Automated Phone System  
Diagnostics & Optimization

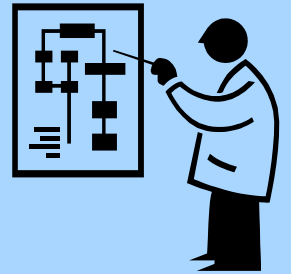


## “Dynamic” Menus: Good idea? Not really.

We occasionally run across menus that are “dynamic” - that is, they change based on the status of a caller’s account or (recent) call history to a company. Having worked in call centers ourselves, we understand that there’s a temptation to route delinquent payment callers to your collections gate.

And understandably, energy utilities want to provide power outage updates to callers they identify as calling from affected areas. That’s maybe the one exception, for special messaging (but not specialized menus).

As with many “good sounding” ideas, upon reflection, the “dynamic menu” concept is ill advised.



The quick list why dynamic menus and presumptive call routing are not good ideas:

- **Using such menus may make the call more about the company than the caller.**

Let’s be honest, it really is about you collecting money the caller owes your company and not necessarily why the caller called?

- **Dynamic menus mean that the menus are not the same for every caller, every time they call.**

This is the major concern we have - since no caller “mental mapping” can take place if menus change from call-to-call. Indeed, credit and collections callers are self-service champions, as they are the kings of mental mapping. Possibly ticking them off by presumptively routing their call to your collections department - when they are likely going there anyway, on their own - may not be such a good idea and likely to sub optimize both system metrics and customer satisfaction.

- **Don’t ever, ever skip a sequential menu option!**

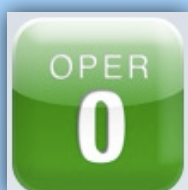
We’ve heard instances of menus that “skip” from “press 1” to “press 3” - at the Main Menu or elsewhere in the menu structure. This is a cardinal rule violation, as callers often don’t even wait for the “press” command number, once they hear the option they want. Just imagine, as we’ve seen in our IVR Usability Testing, a caller pressing 2 - after hearing the press 1 option - only to be told that “press 2” is not available as a valid option on that menu!

## There’s no hiding behind clunky menus or zero denial any more...

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“Dial Zero”



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No need to call information, the app opens right to company search, and within a few taps, you're ready to call with the shortcut you need.

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**Frustrate your callers with poor menu and call flow design, and it'll come to this...bypass based on angry users' input!**