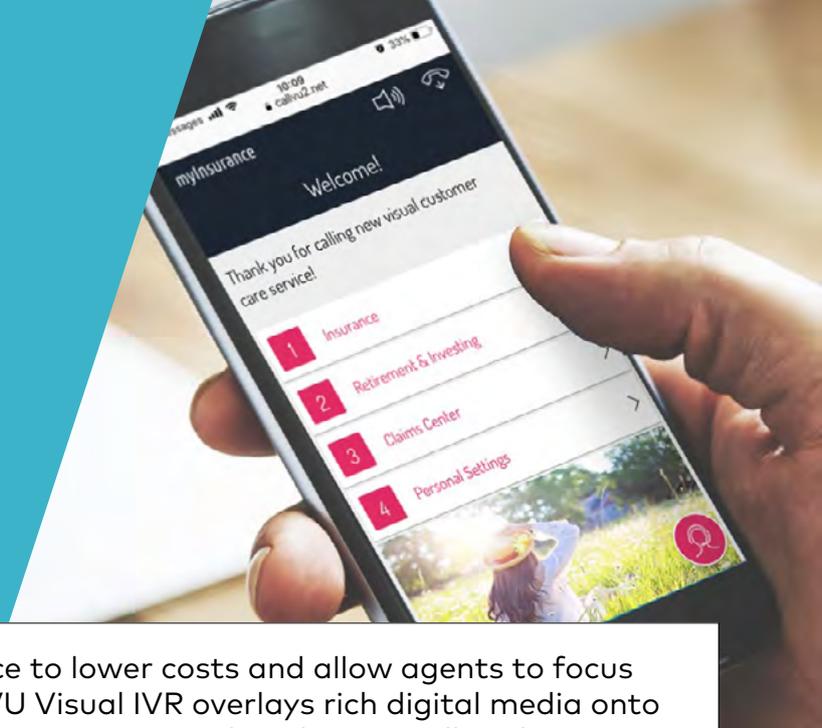




# VISUAL IVR

Extend and enhance traditional IVR with digital self-service



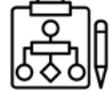
Deflect more inbound calls to self-service to lower costs and allow agents to focus time on the calls that matter most. CallVU Visual IVR overlays rich digital media onto traditional voice calls to create an interactive journey that dramatically enhances self-service capabilities and the customer experience.

## EMPOWER CALLERS WITH DIGITAL SELF-SERVICE

Legacy IVR (Interactive Voice Response) is often a tedious and frustrating experience for customers. In addition to rigid processes that take too long, legacy IVR limits the number of issues that can be resolved via self-service. Visual IVR empowers callers with self-service tools via an interactive, visual experience.

CallVU Visual IVR parallels your existing IVR, transforming it into a digital journey that improves call containment and customer satisfaction. The visual session is easily initiated at the start of an IVR interaction. Deliver menus, content and tools that allow customers to easily get answers and complete tasks on their own. At any time, callers can request to speak with a live agent with all contextual details seamlessly transferred.

## Solution Capabilities

|  |  |   |
|--|--|---|
| <br>Interactive digital experience  | <br>Complement existing IVR workflows | <br>Easy transition to Collaboration and Digital Forms |
| <br>Biometric caller identification | <br>Leverage existing digital assets  | <br>Fast, flexible, scalable deployment                |
| <br>No download or install required | <br>Targeted marketing and offers     | <br>Works with existing infrastructure                 |

## BENEFITS

### Increase Self-Service

Give customers powerful self-serve tools to complete tasks and access information.

### Reduce Call Volumes

Deflect inbound calls to digital self-service to lower call volumes by up to 50%.

### Increase ROI on Existing Assets

Leverage existing digital assets in the voice channel to increase usage by up to 30%

### Enhance Customer Satisfaction

Offer a superior digital experience to improve Net Promoter Scores by up to 50%.

### Authenticate Intelligently

Authenticate callers before speaking to an agent, capture user name and password or take advantage of biometric features like fingerprint and facial recognition.

### Deliver Targeted Offers

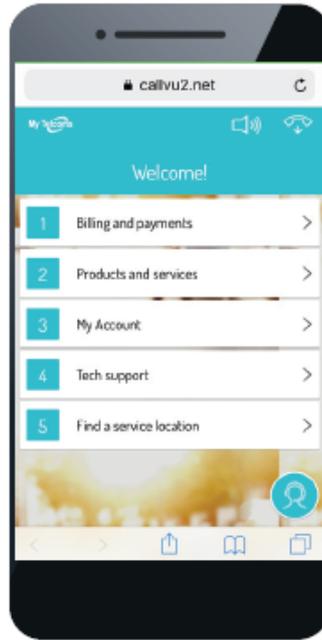
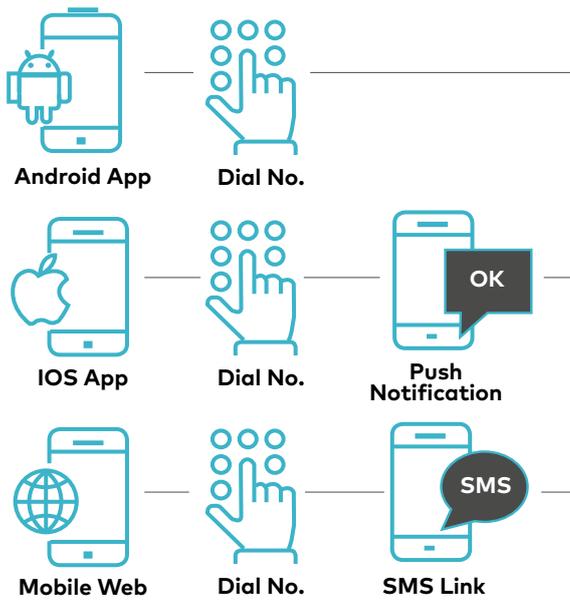
Build your brand and drive upsell by delivering timely marketing promotions.

### Deploy in Days

Launch fast without the need to create new content or make changes to existing infrastructure.

CallVU Visual IVR works seamlessly with all of CallVU's Digital Call Experience solutions: Collaboration and Digital Forms.

## Trigger sessions with or without an app



## Deliver rich content via Visual IVR



| Feature                           | Description   |
|-----------------------------------|---|
| <b>Any Device or Platform</b>     | Visual sessions can be initiated using SMS link or push notification via installed mobile iOS and Android app.  |
| <b>Accelerated Authentication</b> | Streamline authentication by allowing smart phone users to enter account details or take advantage of biometric capabilities like fingerprint and facial recognition, before they are allowed to talk to a CSR.   |
| <b>Fully Integrated</b>           | Implement Visual IVR on top of all major IVR platforms: Genesys, Avaya, InContact, Cisco, Amazon Connect, and more.   |
| <b>Completely Customizable</b>    | Utilize a wide variety of interactive forms and menu options to build workflows that satisfy nearly any use case. Visually display rich information through photos and info-graphics to provide a more engaging customer experience.                    |
| <b>Leverage Existing Assets</b>   | Re-purpose existing mobile web and app assets for customer self-service. Take users to the relevant mobile web page or use the CallVU SDK to deep link within your mobile app to deliver the right information at the right time with a single sign on. |
| <b>Personalized Experiences</b>   | Customize Visual IVR based on customer designations to deliver highly personalized service experiences.   |
| <b>Marketing &amp; Promotions</b> | Deliver non-disruptive, personalized marketing within the Visual IVR experience to drive upsell and cross-sell of related products and services.  |
| <b>Flexible Deployment</b>        | Deploy on premise or as a cloud solution. On premise solution is installed on Microsoft technology (server) with SQL DB.  |
| <b>Plug into any CRM</b>          | Sync data with your CRM, apply common protocols and/or access any developed web service.  |

## About CallVU:

CallVU is reimagining the call center with the industry's first, end-to-end digital call experience. CallVU transforms the call, uniting voice and digital to empower customers and agents with a better way to get things done. With CallVU, companies unlock efficiency and value across the entire call center experience to better meet customer needs, lower costs and generate more revenue.

For further information about CallVU contact:  
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