

computer**talk** ice

The Complete IVR Guide

Best Practices, Features, and More



Table of Contents

Introduction	04
What is an IVR?	05
Benefits of IVR	05
The History and Evolution of IVR Systems	08
How Smart IVR Works	09
Features of Modern IVR Systems	10
Common Integrations with IVRs	13
Use Cases	14
How to Choose the Right IVR Solution for Your Organization	17
Best Practices	18
Embrace the Potential of IVR with ComputerTalk	24
About Us	24



Introduction

An IVR system is one of the most valuable and essential tools in your contact center. As the first touchpoint between the customer and the organization, it sets the tone for the service experience. IVRs ensure you can handle inquiries faster, route callers to the correct agent or department, and improve overall customer experiences.

This guide will tell you everything you need to know about IVRs, such as what they are, how they benefit organizations and their customers, and best practices for implementing them. You will learn how effective IVR systems can help reduce wait times, improve efficiency, and more. Additionally, you will learn how to successfully implement your own IVR to ensure your organization achieves these benefits.

What is an IVR?

An Interactive Voice Response – or IVR – system is an automated system designed to guide customers through service options using a voice menu. It is commonly known as a phone tree, and it allows callers to interact with your call center without speaking to a live agent. When a customer calls in, the IVR presents various options, each leading to different service paths. Callers can navigate through the menu by pressing keys on their phone or using their voice.



IVR systems may serve as a sort of digital receptionist, directing callers to the person or department they wish to reach; they may offer self-service options, allowing callers to listen to recorded answers to frequently asked questions, check account balances, book appointments, and more without ever interacting with an agent; or, they may offer a combination of these, allowing callers to speak to an agent or self-serve, depending on their needs.

Benefits of IVR

Modern IVR systems do more than greet callers - they transform customer experiences and contact center efficiency. Here's how:

1

Optimize Call Handling

Sophisticated IVR systems efficiently distribute incoming calls based on the nature of the inquiry and available resources, effectively balancing the load across different departments or agents. This targeted management of calls ensures that high volumes are handled promptly, reducing wait times and streamlining the flow of customer inquiries.

IVRs also help ensure customers reach the right agent by allowing them to choose for themselves who they need to speak with. This reduces the risk of routing errors and minimizes the number of call transfers.

2

Reduce Costs and Improve Efficiency

By automating responses to routine inquiries, IVR systems allow for a more strategic allocation of human resources. [McKinsey & Company's study](#) underlines the financial impact, noting that improving an organization's IVR containment rate – the percentage of calls handled by the IVR without being routed to an agent – by a mere 5% can result in a 10% to 30% reduction in operational costs. Giving customers the opportunity to solve their own issues allows call center agents to focus more on complex inquiries that require an agent's expertise. It also reduces staffing needs, allowing organizations to save on staffing without compromising on service.

4

Increase Resolution Speed

A well-designed IVR system helps callers to avoid long wait times and frustrating interactions. Customers can use self-service options to address common queries and access necessary information. Alternatively, they can use IVRs to ensure they reach the right department or agent straight away when they need human support. Because IVRs optimize the routing process, they also improve first contact resolution times by boosting your chances of immediately sending your callers to the best possible agent to address their needs.

3

Personalize Customer Experiences

IVR systems can leverage insights provided by the customer as well as data drawn from backend ecosystems to deliver a more personalized experience, improving customer satisfaction. At the most basic level, IVRs allow callers to choose their own routing paths, gathering information from their spoken needs and/or keypad input to route them to the person or department they're looking to speak to.

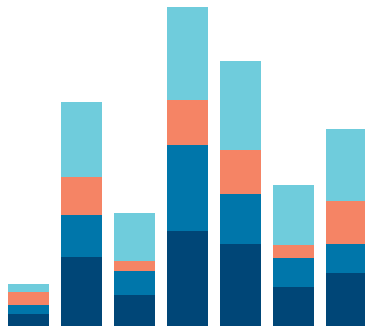
Further personalization is available in the case of integrations with tools like Customer Relationship Management (CRM) systems. For example, an IVR system can identify the customer by their phone number to greet them by name and ask how they're enjoying their latest purchase or if they're calling to follow up on a past issue. The system could also route the caller to the same agent they spoke to during a previous interaction for continuity.



5

Extend Service Hours

While call centers are difficult to staff during evenings and holidays, IVR systems can offer round-the-clock automated assistance. This provides callers with the convenience of being able to resolve their issues at any hour of the day without the organization needing to incur the high costs of staffing their contact center 24/7.



7

Enhance Data Collection and Unlock Insights

The analytics derived from IVR systems facilitate informed decision-making. IVR systems collect a wealth of data from every interaction, such as call duration, caller responses, and frequency of specific queries. This data is then analyzed to gain insights into customer behavior and service efficiency. For example, if an IVR reports a high frequency of calls regarding a specific issue, a call center can strategize to address this issue more effectively, either by updating the IVR script to provide better information or by training agents to handle these queries more efficiently, improving overall service quality and customer satisfaction.

6

Improve Customer Satisfaction and Loyalty

Quick service, 24/7 availability, reduced transfers, and personalized interactions all contribute to an overall positive customer experience. Ultimately, IVR systems eliminate common issues that harm the customer experience, such as long hold times or multiple transfers. They ensure customers get instant support when possible and help route them to the right agents the first time for faster problem resolution. All of this leads to happier customers, which in turn improves loyalty, retention, and even future sales!

8

Improve Agent Experiences

Since IVR systems provide self-service options to callers, they enable contact center agents to offload some of the simple interactions they would normally handle. This keeps agents from becoming overwhelmed with high call volumes, reducing stress and burnout. It also reduces tedious tasks, keeping agents engaged and preventing them from becoming bored with repetitive work.



The History and Evolution of IVR Systems

1970s

IVR systems have been a fundamental part of call center operations for decades. The earliest IVR systems date back to the early 1970s, when they first emerged as a revolutionary technology for automating telephony tasks.

These initial systems were rudimentary but provided a significant efficiency boost for businesses by automating routine inquiries and transactions.

1980s-90s

By the 1980s and 1990s, advances in computer telephony integration (CTI) and speech recognition technologies expanded the capabilities of IVR systems, allowing for more complex interactions and broader applications across various industries.

2000s

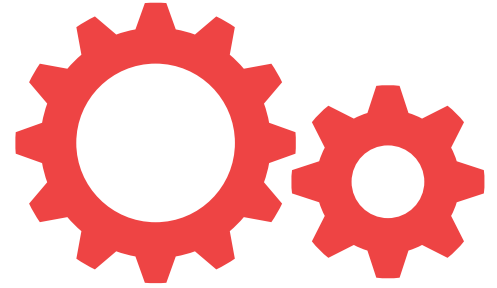
The 2000s saw further improvements with the integration of more sophisticated speech recognition and natural language processing, making IVR systems more user-friendly and efficient.

Today - The Rise of Smart IVR

Today, IVR technology extends beyond its basic functionality of automated call navigation and routing. These enhanced IVR systems, often known as "Smart IVR" or "Intelligent IVR," leverage modern technologies like artificial intelligence (AI), predictive analytics, speech recognition, and natural language processing, allowing callers to communicate with the system using their own words.

Modern IVR systems may also integrate with backend systems and databases within a contact center to retrieve real-time information and deliver more streamlined customer experiences.

How Smart IVR Works



Smart IVR systems leverage natural language processing (NLP) and artificial intelligence (AI) to provide a more intuitive and human-like interaction for callers. Here's how they work:

1

Voice Input

Instead of pressing numbers on the phone, the caller speaks their request or responds to prompts using their voice.

3

Natural Language Processing (NLP)

The converted text is processed using NLP algorithms to understand the caller's intent and context.

5

Response Generation

Based on the recognized intent, the IVR system generates a response using a human-like voice or pre-recorded message.

2

Speech Recognition

The IVR system uses automatic speech recognition (ASR) technology to convert the caller's spoken words into text. The system filters out background noise and non-essential words to focus on the caller's main intent.

4

Intent Recognition

The system matches the caller's input to predefined intents within its database. For example, intents might include "check account balance," "speak to an agent," or "reset password." This process leverages natural language understanding (NLU) technology and machine learning models to improve the accuracy over time.

Features of Modern IVR Systems

The features of your IVR system can vary depending on your chosen vendor and the level of AI integrated into the system. Read on for some examples of features to look for when evaluating IVR vendors.

Powerful Call Routing and Queuing Capabilities

Versatile options for call routing and queuing enabled by intelligent IVR systems ensure that customers will be directed rapidly to the right agents based on their needs, preferences, and agent availability. These systems can help manage high call volumes and match customers to agents based on their requirements.

Personalization

Intelligent IVR systems leverage customer data to deliver personalized greetings, tailored responses, and customized service options to consumers. This level of personalization significantly improves customer satisfaction and loyalty.

Multi-Level Menus

Multi-level menus in an intelligent IVR system provide customers with a structured and flexible way to choose from a range of support options. The best systems allow companies to create various menus for different types of requests and even allow customers to be routed to voice bots when possible.

Call Monitoring and Recording

The ability to monitor and record calls is essential for quality assurance, training, and compliance purposes. This feature, implemented into intelligent IVR systems, allows supervisors to effectively review interactions, give agents feedback, and ensure they're adhering to service quality standards.

Reporting and Analytics

Robust reporting and analytics tools offer insights into call patterns, customer behavior, and system performance. Businesses can use this data to identify trends, optimize IVR configurations, and make informed decisions to enhance overall service quality.



Voice and Speech Recognition

Advanced IVR systems can process data in various ways. They can use traditional dual tone multi-frequency options for customers who prefer to use their keypad to enter sensitive information (like payment details), as well as using automated speech recognition (ASR) to understand and process human speech.

Using speech recognition can help decrease the time it takes for customers to resolve their issues and reduce the risk of calls being handled or routed incorrectly.

Some IVR vendors even embed biometric technology into their solutions, which allows companies to authenticate customers based on their voice alone.

Conversational AI

Conversational AI refers to technologies that enable machines to understand, process, and respond to human language in a natural and intelligent way. It combines several fields of artificial intelligence and machine learning to create systems that can interact with users in a human-like manner.

Conversational AI technology allows your IVR system to formulate responses using a simulated voice or play recordings based on what they learn from a customer's request. Essentially, this technology is what allows customers to have a human-like conversation with your IVR system.

Predictive Analytics

IVRs allow companies to optimize the flow of calls based on various routing strategies. Some solutions give companies the freedom to build their own routing workflows, which inform the system how it should distribute calls. For example, you might decide to route calls based on agent experience or skill, data about your customer taken from a CRM, or agent availability.

With built-in machine learning and analytical capabilities, an IVR system can also assess the data from your contact center to route calls predictively. This means the system analyzes agent, customer, and interaction data to determine how to route calls in the most efficient way.

For example, IVRs can greet customers by name, provide relevant menu options based on their past queries, or route them directly to their preferred agent or department.

Integrations with Call Center Tools

IVR systems need to be able to integrate with the tools in your call center to access data and make intelligent decisions that enhance the customer experience. Aside from integrating with your contact center software, smart IVRs can usually connect to other tools such as appointment scheduling systems, workforce management applications, and payment processing systems.

AI-Powered Sentiment Analysis



Some modern IVR solutions include sentiment analysis features powered by AI, which allow a system to detect the emotions of a caller and automatically determine when to escalate a call to a human agent.

Omnichannel Support

Many IVR systems can integrate with omnichannel environments. The right technology can route not just calls but also video and live chat messages to agents based on a range of pre-determined factors. This ensures companies can more effectively manage customer queries across different channels.

Advanced Security

With call center fraud and security issues on the rise, IVR systems can be integrated with security solutions that help to protect customer data. For example, IVR systems can be integrated with biometric authentication technology to quickly identify whether a person calling is who they claim to be, reducing the risk of data breaches. Voice biometrics could become a standard feature in the near future, offering a secure and convenient way for customers to authenticate themselves without the need for passwords.

Common Integrations with IVRs

IVR software application integrations can significantly contribute to enhancing the functionality of call center operations. Key integrations include:

1

CRM and Ticketing Solution Integrations for Personalized Customer Journeys

Integrating with CRM or ticketing platforms enriches IVR systems, allowing personalized customer interactions that are both data-informed and efficient. This enhances customer engagement by leveraging detailed customer data, including ticket history, during calls, ensuring a more informed and streamlined experience.

2

Analytics Integration for Performance Optimization

Linking IVR systems with analytics tools, like Microsoft Power BI, offers vital insights into call patterns, agent performance, and customer satisfaction metrics. It is essential for monitoring and improving the overall efficiency and effectiveness of call center operations.

3

Workforce Management System Integration for Operational Efficiency

Aligning IVR systems with workforce management (WFM) tools optimizes agent scheduling in accordance with call volume trends. This enhances operational efficiency by ensuring optimal staffing levels, thus reducing wait times and improving overall customer service quality.

Use Cases

The use cases for your IVR system can vary depending on the solution you choose. For instance, if you purchase an IVR solution that supports outbound campaign management, you could use it to deliver proactive messaging to customers or enhance your marketing campaigns.

The use cases for IVRs have also expanded over the years alongside IVRs' capabilities. With the integration of AI, today's IVRs are capable of filling various needs and supporting various use cases.

In general, modern IVR systems are deployed for three common use cases:

- Enabling Self-Service
- Intelligent Call Routing
- Automating Critical Tasks

1

Enabling Self-Service

One of the core purposes of any IVR system is to enable self-service for callers. Modern IVR systems take the self-service capabilities of the traditional IVR to the next level. Due to their advanced AI technology, they can automate a wide range of tasks across many different industries.



Banking and Financial Services

In banking and financial services, IVRs can help customers access account information, pay bills, and make banking transactions with built-in payment processing capabilities. They can also notify customers about suspicious activities on their accounts and allow them to take immediate action.



Healthcare

When deployed by hospitals and medical clinics, IVRs can help patients book, confirm, reschedule, or cancel appointments on their own. They can also assist patients with requesting prescription refills and getting information about their medications.



Retail

In retail and e-commerce, IVRs can allow customers to place orders, check the status of a current order, and make changes to their account. Plus, IVR systems can draw information from a range of environments to answer frequently asked questions about everything from refund and return policies to business operating times, helping to reduce the number of common queries your agents have to deal with.

2

Intelligent Call Routing

Compared to traditional IVRs, today's IVRs facilitate more effective call routing, giving companies more freedom over how they direct callers in their queue. Using AI technology, an IVR system can understand a customer's reason for calling by analyzing their intent. The system can then determine how to route the call based on their specific needs.

IVRs can also leverage data from other solutions – like your CRM system and employee directory – in order to make more strategic decisions. Using this data, the IVR system can route customers to the same agent they spoke to before or send them to an agent with specific knowledge or skills to handle the query.

Some IVR solutions can even offer customers callback options when they detect call volumes are high. Smarter call routing leads to shorter wait times, lower abandonment rates, happier customers, and more effective resource allocation.

3

Automating Critical Tasks

Self-service isn't the only thing an IVR system can help automate. IVRs can also streamline many other critical processes in your contact center.

Data Upload and Reporting

In addition to automating call routing, IVRs can automate data upload and reporting. For example, these systems can track and report on the journey of every call and upload this valuable information to your CRM database.

Outbound Communications

IVRs with outbound calling capabilities can automate the process of reaching out to customers with updates, product information, or appointment reminders. Many IVR solutions can even automate the process of collecting customer feedback to help you learn more about your target audience.

Post-Call Surveys

IVRs can help conduct post-call surveys automatically, asking questions about a customer's experience and storing the data for later analysis. This can help improve the efficiency of your call center by reducing operational costs and eliminating repetitive work for agents.


How to Choose the Right IVR Solution for Your Organization


While there's no one-size-fits-all strategy for choosing an IVR system enhanced by artificial intelligence, there are some key factors you should consider. When comparing solutions, here are some top tips to guide your decision-making process:


- ✓ **Define Requirements Clearly**
Identify your specific needs and goals first. Think about which channels your customers use, how much automation you want to implement, and how complex your typical customer journey is.




- ✓ **Evaluate Features Carefully**
Assess the various features offered by each vendor, from voice recognition options to integration capabilities, call routing capabilities, personalization options, and built-in reporting and call recording tools.

 **Assess the Technology**
Examine the underlying AI technology used in the system. Choose a solution that leverages advanced AI, machine learning, and natural language processing to deliver superior performance.


 **Examine Vendor Reputation**
Look for customer reviews, case studies, and testimonials to gauge the vendor's reliability and service quality. Evaluate the level of support provided, including implementation assistance, training, and ongoing technical support.

 **Consider Budget and Pricing**
Compare pricing models of different vendors, considering factors like initial setup costs, ongoing maintenance, and scalability. Choose a solution that offers the best value for money without compromising on quality.

 **Trial the Solution**
Take advantage of trial periods or demo versions offered by vendors. Testing the IVR system in a real-world environment allows you to evaluate its performance, user-friendliness, and compatibility with your operations.

Best Practices

An effective IVR system can provide a significant advantage to your organization. The following best practices can help ensure your IVR is well-positioned to offer this advantage.

 **1 Map Out a Phone Tree**
A phone tree is the automated menu that routes callers to a specific department or extension based on their input. To design an effective phone tree, you'll need to consider which departments will be included, the extent of the self-service options offered, and at which point callers should be transferred to a live agent.

Map the structure of your phone tree using user-friendly design software, such as Microsoft Visio or Lucidchart.

Consider factors such as:

- The main greeting messages
- Language options
- General information and announcements
- Different departments and queues
- Input options (keypad entry or voice)

2 Keep Menu Options Short and Simple

When customers contact your company, they don't want to listen to long audio messages before being able to choose the next step. The longer your list of options or the more complex the messaging is, the more likely it is your customers will hang up.

Analyze the typical journey your customers take when connecting with your business over the phone, and keep the list of menu options as simple as possible. It's generally recommended that you limit the number of main menu options to 5 or less.

4 Use Clear and Concise Language

Simplicity is key to delivering an excellent customer experience. Get straight to the point when writing IVR scripts, using clear, concise, and jargon-free language.

Make sure to keep your messages professional and maintain your brand's tone of voice. The last thing you want is to rush through the IVR recordings and come off as too casual or unprofessional.

6 Place Extension Numbers at the End

When writing IVR scripts, remember to say the menu option before the number, not the other way around. For example: "For sales, press 1" not "Press 1 for sales."

This guarantees that the caller will always hear key information before the action, creating a better user experience and a more streamlined phone tree.

3 Prioritize Popular Menu Options

Based on your analysis of common customer journeys, you should be able to identify the most popular menu options chosen by your customers. Putting those options first on the menu can help lower customer issue resolution times and call volumes.

For instance, by auditing your customer support tickets and previous conversations, you might realize that you receive the most queries about returns. Placing the "return support" option first limits the time customers spend interacting with your IVR.

5 Offer Multiple Language Options

Even if your company only serves customers in a specific region or country, there's no guarantee that customers won't contact you with different language preferences. People come to your business from all walks of life, and your IVR system should be accessible to everyone.

For an optimal IVR experience, it's best to give your customers the option to listen to menus and interact in various languages.

7

Provide Self-Service Options

One of the biggest benefits of an IVR system is the ability to provide self-service options to callers. Today, many customers prefer to avoid speaking to a human agent whenever possible.

Self-service options can help customers resolve issues faster and spend less time waiting in queues, which leads to higher satisfaction rates.

Offering self-service options also reduces the workload on your customer service team, freeing up your agents' time so they can focus on more complex queries.

Try incorporating self-service options that enable customers to complete tasks automatically, like paying a bill, scheduling appointments, or checking an order's status.

9

Avoid Having Customers Repeat Themselves

[33% of customers](#) say that having to repeat information to different support representatives is the most frustrating part of interacting with a call center. When building your IVR menus, avoid asking customers to provide the same information more than once.

For instance, if you ask customers to press "2" to speak to the billing department, don't ask them whether they're calling about billing or another service again later.

8

Use a Natural, Human-Sounding Voice

Due to the rapid evolution of artificial intelligence, consumers are becoming more comfortable with AI interactions. However, most still don't want to feel like they're speaking to a bot. When recording IVR prompts and scripts, make sure to use a natural, human-sounding voice to put your callers at ease.

You can record IVR messages yourself using a voice recorder or outsource the task to a company that specializes in it. If you decide to use an AI voice generator, there are many text-to-speech voice generators to choose from. Make sure the one you select has a range of natural-sounding tones and dialects to improve the caller experience.

10

Consider Authentication and Security Features

Call centers are under mounting pressure to ensure they keep personal data safe. To adhere to current regulatory guidelines and provide customers with peace of mind, you need to be able to authenticate and validate each caller.

While knowledge-based authentication (KBA) methods are common, leveraging more advanced solutions, like biometric or multi-factor authentication, could streamline the experience for your customers and reduce potential risks.

11 Offer a Callback Option

Long wait times are a significant frustration for many customers. While some customers will be willing to wait a few minutes to be connected to the right agent, others won't have the time to sit on hold. Offer callers the option to receive a callback when an agent becomes available instead.

This can help you improve the customer experience and help your team manage high call volumes by reducing the number of customers waiting on the line.

12 Allow Customers to Skip Menu Prompts

For many customers, the only thing worse than long, complex menus is having to wait for your IVR system to finish giving all the options before they can make a choice. To overcome this, make sure callers can skip menu prompts whenever they choose.

Include a barge-in option that allows your customers to opt out of listening to the rest of the menu if they already know which number to dial.

14 Make Wait Times as Pleasant as Possible

Any time spent waiting on hold can be frustrating for your customers. While you might not be able to eliminate call queues entirely, you can make the waiting experience more pleasant. Play relaxing, cheerful music while customers wait and regularly update them on their position in the queue.

Consider using the time your customers spend on hold to inform them about other service options you offer. You can do this by playing audio recordings, sometimes called broadcast messages, while callers are waiting in queue.

13 Provide the Option to Speak to a Live Agent

[55% of people](#) say that being able to reach a live agent easily is the most important feature of a customer service center. While you might want to automate as many processes as possible with your IVR system, it's crucial that customers still have the option to speak directly to a live agent.

Offer the option to speak to a representative immediately, wherever possible. This will provide a better experience for customers who might have issues navigating your IVR system. This is especially crucial for handling complex or sensitive issues.

15 Offer Voice Command Options

Although the traditional way to navigate an IVR menu is with a keypad, voice command is becoming a popular choice for many companies. Try leveraging intelligent IVR systems that use automatic speech recognition and natural language processing to enable voice-based navigation.

Make sure a keypad navigation option is still available for customers who prefer it or for customers with an accent or speech impairment that might struggle with voice commands.

17 Integrate with Other Tools

Your IVR system shouldn't be isolated from the rest of your call center technology. Integrating your IVR solution with other tools can significantly improve employee productivity and the overall agent experience.

For example, integrating your IVR with an agent dashboard can enable teams to rapidly access contact information. Connecting your IVR to your CRM platform can provide agents with additional context by automatically surfacing customer profiles when an agent answers a call.

18 Record and Monitor Calls

Recording calls is crucial not just for quality assurance purposes and compliance but also for collecting valuable insights into the customer journey and enhancing employee training initiatives.

Leverage a call recording solution alongside your IVR system that can quickly capture information, transcribe speech to text, and automatically extract key data such as customer sentiment and competitor mentions.

16 Answer Frequently Asked Questions

While many customers today use online channels to address frequently asked questions (FAQs), some still prefer to call your business directly. Answering frequently asked questions in your IVR menu, such as how to check order status or cancel an account, can save your customers' time.

Additionally, including FAQs in your IVR menu can help direct callers to self-service options and reduce the number of callers being passed on to live agents.

19 Personalize the Experience

Whenever possible, leverage caller data to personalize the IVR experience. Greet callers by name if their information is available and tailor options based on their past interactions with your business. Personalization can enhance engagement and foster a sense of connection with your brand.

20 Leverage Post-Call Surveys and Analytics Tools

The more data you can collect on your IVR system's performance, the more you can optimize the experience for callers and agents over time. Leveraging analytical tools will give you insights into how you should arrange your menu options and which FAQs you need to answer.

Post-call surveys will give you an opportunity to gather direct feedback from your customers on how you can improve their experience, such as by offering callback options or reducing wait times.

21 Use Intelligent Call Routing

One of the main purposes of an IVR system is to ensure callers are quickly directed to the correct department or agent for their needs. By leveraging intelligent call routing tools, you can improve this process and go beyond simply matching customers to agents based on their availability.

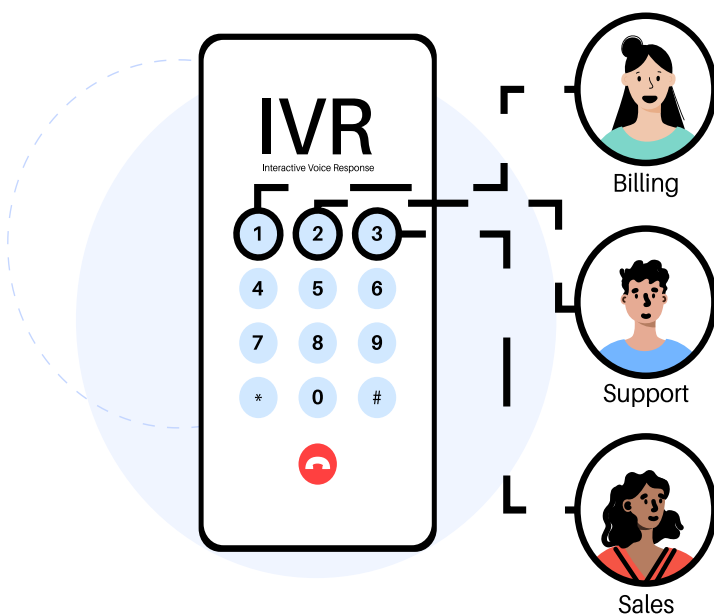
With the right technology, you can identify where to route customers based on a multitude of factors, from the caller's intent and sentiment to their previous interactions with the company and even agent skill sets.

22 Continuously Evolve and Adapt

As your business evolves, so should your IVR system. Update your menu regularly as you introduce new services, products, and features to customers. Pay attention to your call center analytics and make changes to your IVR menus and phone tree based on which menu options are receiving the most traffic.

Ensure broadcast messages are kept up to date to give your callers the latest information about your business and any limited-time promotions or offers.

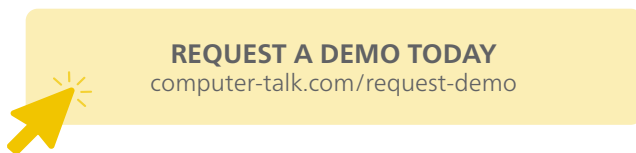
Additionally, regularly updating IVR systems to incorporate the latest technological advancements and customer feedback ensures the system remains relevant and effective.



Embrace the Potential of IVR with ComputerTalk

For many companies, the IVR experience will be the first opportunity they have to leave a lasting impression on customers and highlight their approach to delivering excellent service.

If you're brand new to IVR systems and don't know where to start, our team at ComputerTalk would be happy to assist. We understand the critical role IVR systems play in customer satisfaction and business success. Whether you're looking for insights into how you can improve your IVR system's performance or you want to upgrade your IVR technology with AI, we can help. [Schedule a call](#) today to learn more about different IVR systems and what solutions your business might need.



About Us

ComputerTalk is the developer of ice Contact Center. ice modernizes the call center with business application integrations, AI, and analytics across all communication channels, helping organizations deliver outstanding customer experiences. As a Microsoft Teams native contact center solution, ice allows users to handle all interactions within a single interface. Founded in 1987 and headquartered in Markham, Canada, ComputerTalk powers enterprise-class contact centers for organizations across the globe.



1-800-410-1051
computer-talk.com
computer-talk.com/blogs

computer-talk.com/request-demo