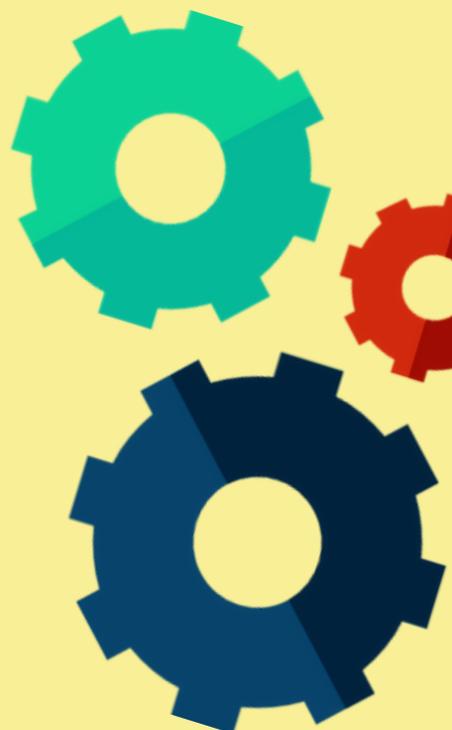


# INTERACTIVE VOICE RESPONSE (IVR)



This is a series on the features of our star product – Crux LX, an all-in-one telephony solution for the SME.

#1 in Feature Series is Interactive Voice Response (IVR), aka Auto Attendant.

## What is IVR?

IVR is an automated telephony system technology that interacts with the callers and routes the calls to the appropriate or intended recipient. The interaction could be through key pad, most often, or through spoken words if it has voice recognition enabled. Without the presence of a live operator or receptionist, pre-recorded or generated audio announcement can assist, direct or route calls automatically across the company.

## How does an IVR work?

For the callers, the interactive systems allows them to self navigate by choosing an option from a set menu to find an appropriate solution quickly. Net result is better managed calls, faster response times, lower operational costs and increased productivity for the company. For your team, this means the customers themselves route calls to appropriate parties like the Sales or Support teams.

## 5 Advantages of using IVR

1

### BETTER CUSTOMER SERVICE

With IVR, incoming calls are answered on the first ring. A customer will feel that he or she is better attended to as there is less waiting before being served.

2

### 24/7 AVAILABILITY

The IVR system is at the customers' disposal 24 hours a day, 7 days a week. Even during off office hours or holidays, the customer can reach and receives the services when needed.

3

### CUSTOMISATION

There is a lot of customisation available to the IVR system. Company can have different language options, customised greetings or message at different time of the day or week, or even personalised greetings from individual extension

4

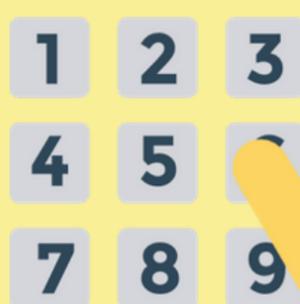
### CREATES GOOD COMPANY IMAGE

The IVR gives an elegant front to even small businesses thereby offering a always-on look and feel to the tele-visitors of your company. This is more beneficial to smaller companies as it provides a professional image of the company and gives customers a greater sense of confidence.

5

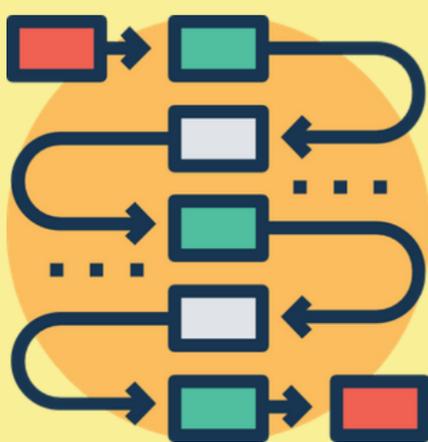
### IMPROVED PRODUCTIVITY

Through call routing, customers are able to reach the specific departments or staff member to address their needs correctly and promptly.



# SETUP CRUX LX'S IVR FUNCTION IN 3 SIMPLE STEPS

## STEP 1



- Make a recording of the greeting for your callers.
- Clear instructions on self navigation in greeting.

## STEP 2



- Choose recording in Step 1.
- Set up the IVR via the Administration Portal.
- Set destinations for the various key presses as per the self navigation map.

## STEP 3



- Set incoming calls to be directed to IVR via Administration Portal.



Just 3 steps and you  
are ready to roll!