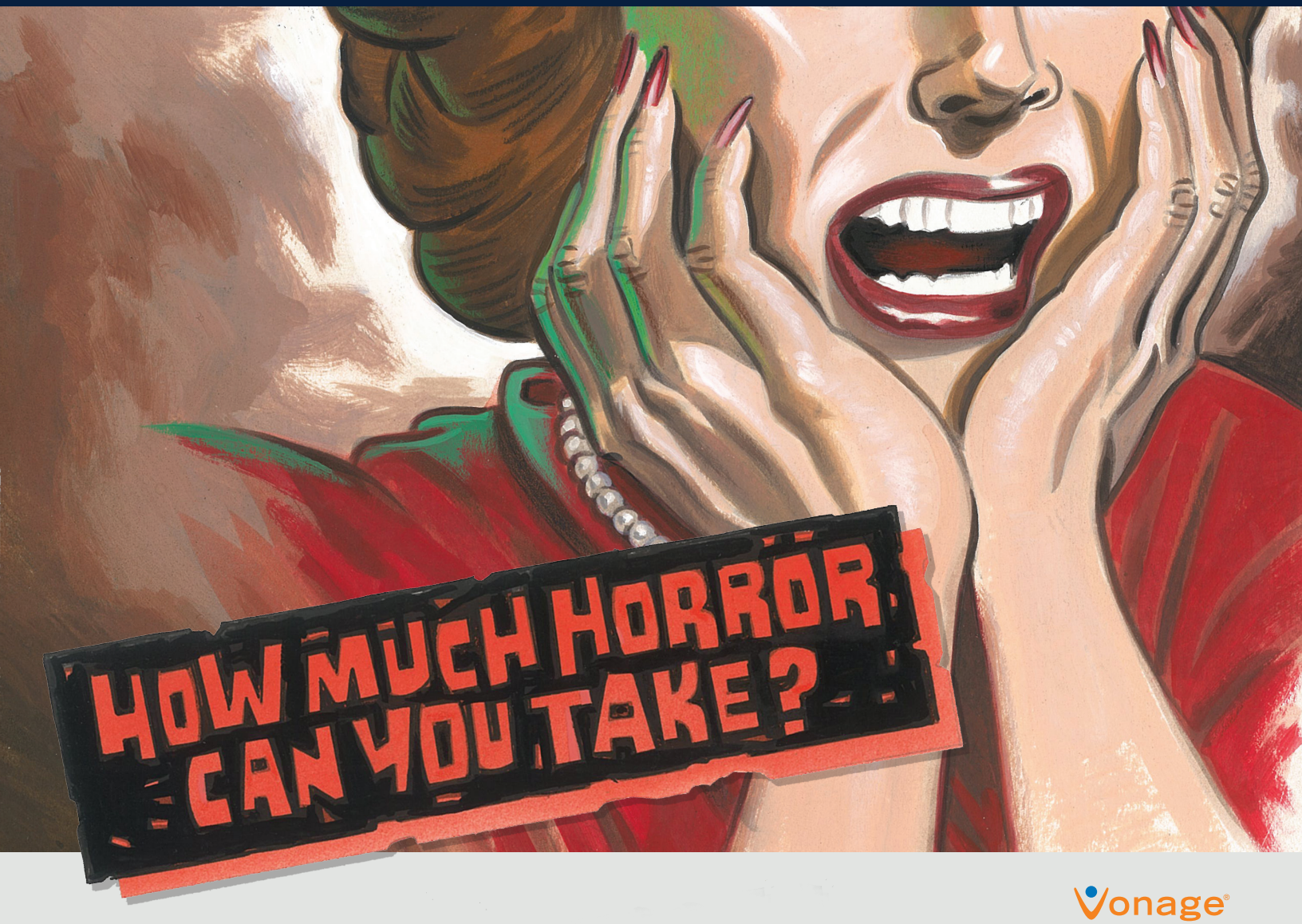
Vonage® Business

INVESTIGATING THE HORROR OF IVR

IS YOURS AN EXPERIENCE-CRUSHING MONSTER?



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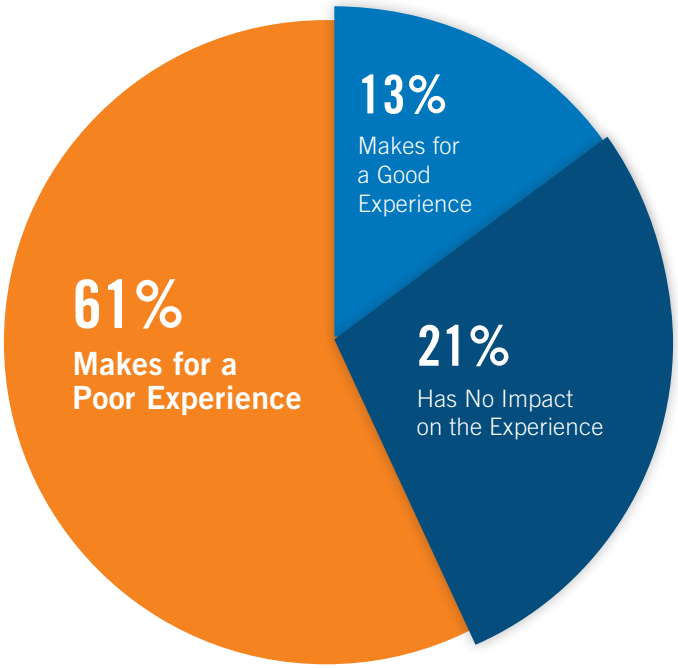
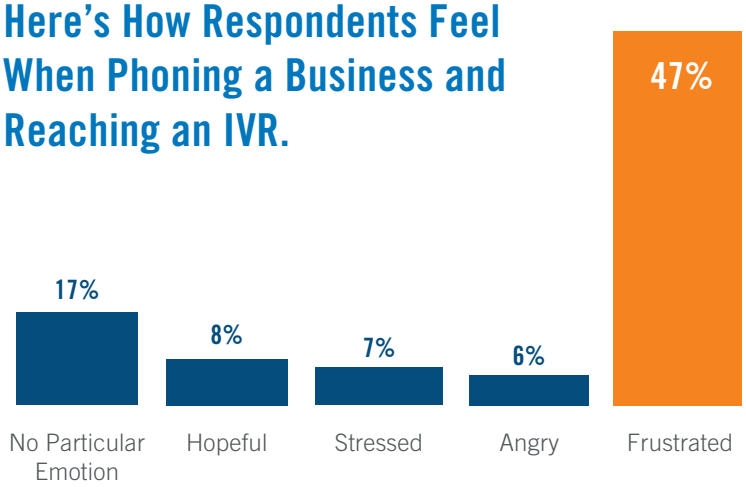
Vonage surveyed 2010 U.S. adults aged 16-55+[1] to uncover the full extent of the horror customers face when they call a business and reach an automated menu of options, known as Interactive Voice Response (IVR).

The research reveals that 61 percent of consumers feel the technology poisons the customer experience and more than half have abandoned a business altogether because they've been plunged into a maze of menus – losing that company a horrifying $262 per customer! And, 89 percent of that is then spent with a competitor!

Consumers Believe an IVR…



Here's How Respondents Feel When Phoning a Business and Reaching an IVR.



Top 5 Responses

Consumers' Top Five IVR Horrors

65%
The reason I'm calling for might not be specifically listed

63%
I'm forced to listen to irrelevant options

54%
It keeps me from getting through to a live person

46%
The menus are usually too long

45%
I often must repeat myself

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Once Reaching a Customer Service Agent, Having Navigated an IVR, Consumers Feel… (Top 5 Responses)

27% **More Relieved** Than When I First Initiated the Call

26% **Less Frustrated** Than When I First Initiated the Call

25% **More Hopeful** Than When I First Initiated the Call

24% **Less Angry** Than When I First Initiated the Call

24% **Less Miserable** Than When I First Initiated the Call

- 85% of consumers have abandoned at least one call to a business in the last year because they've reached an IVR.
- On average, consumers have abandoned more than a quarter (27%) of calls they've made to businesses because they've reached an IVR.
- More than half (51%) of consumers have abandoned a business/businesses altogether because they've reached an IVR.
- On average, US consumers would've spent $262 with that business/those businesses before abandoning them completely due to calling and reaching an IVR.
- 89% of that money was then spent with a competitor ($234).

"Technology is important, of course – but to connect people, not to keep them apart. Customer experience is the one area companies can differentiate and compete in an increasingly commoditized world, and with solutions like Dynamic Routing, which enables customers to reach the most appropriate agent for their call, every time, there's a path to great CX that's waiting for smart companies to take."

- Ken McMahon - Senior Vice President **I** Customer Success

Vonage's **NewVoiceMedia solution** provides contact center and inside sales technology that enables businesses to create exceptional, emotive customer experiences to serve better and sell more. Built from a true cloud environment, the award-winning solution integrates all communications channels without expensive, disruptive hardware changes and plugs straight into your CRM for full access to hard-won data. Find out more at **www.newvoicemedia.com.**

Save your customers from the nightmare of IVR with our free guide:

How to End IVR Horrors - 3 Strategies to Deliver a Connected Customer Experience

Download the Guide

© 2019 VONAGE. [1]Vonage's 2019 IVR study was administered by the Opinion Matters research agency. The anonymous survey involved a representative sample of male and female US adults (16-55+ years of age). Survey respondents received a non-monetary incentive for their participation in the survey.

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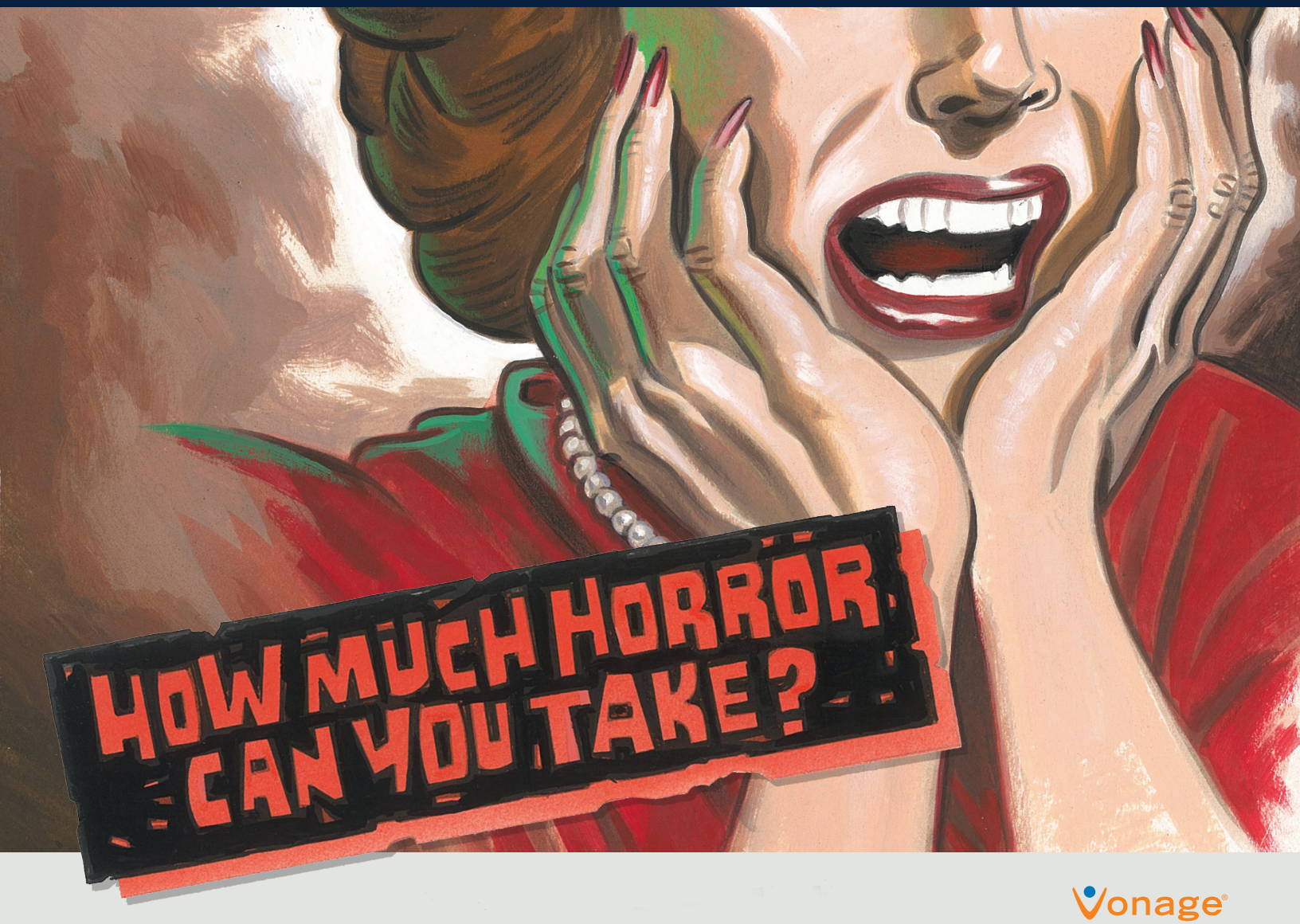

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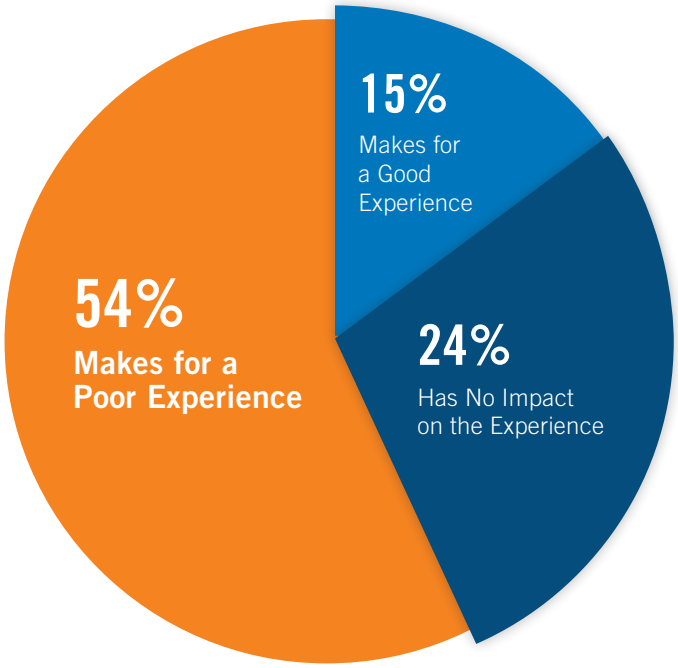
Vonage surveyed 2009 U.K. adults aged 16-55+[1] to uncover the full extent of the horror customers face when they call a business and reach an automated menu of options, known as Interactive Voice Response (IVR).

The research reveals that 54 percent of consumers feel the technology poisons the customer experience and more than half have abandoned a business altogether because they've been plunged into a maze of menus – losing that company a horrifying £130 per customer! And, 74 percent of that is then spent with a competitor!

Consumers Believe an IVR…



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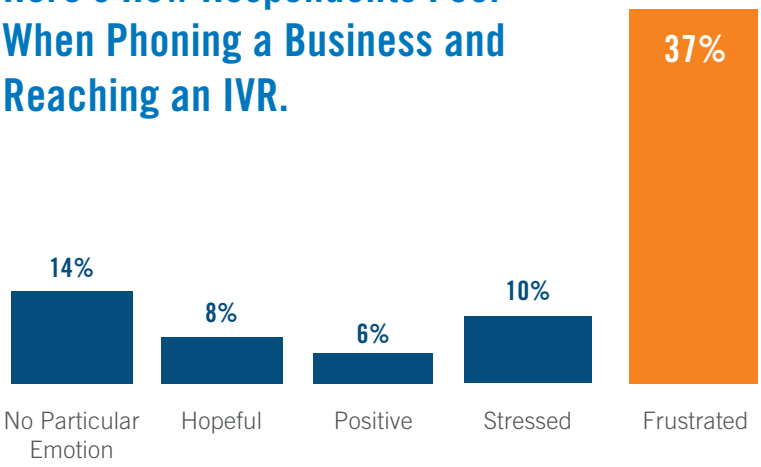

Top 5 Responses

Consumers' Top Five IVR Horrors

45%
I'm forced to listen to irrelevant options

43%
The reason I'm calling for might not be specifically listed

37%
The menus are usually too long

35%
It keeps me from getting through to a live person

35%
It wastes my time

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Once Reaching a Customer Service Agent, Having Navigated an IVR, Consumers Feel… (Top 5 Responses)

19% **Less Happy** Than When I First Initiated the Call

18% **Less Pleased** Than When I First Initiated the Call

18% **Less Positive** Than When I First Initiated the Call

17% **More Relieved** Than When I First Initiated the Call

17% **More Frustrated** Than When I First Initiated the Call

- 81% of consumers have abandoned at least one call to a business in the last year because they've reached an IVR.
- On average, consumers have abandoned 22% of calls they've made to businesses because they've reached an IVR.
- More than half (51%) of consumers have abandoned a business/businesses altogether because they've reached an IVR.
- On average, consumers would've spent £130 with that business/those businesses before abandoning them completely due to calling and reaching an IVR.
- 74% of that money was then spent with a competitor (£99).

"Technology is important, of course – but to connect people, not to keep them apart. Customer experience is the one area companies can differentiate and compete in an increasingly commoditised world, and with solutions like Dynamic Routing, which enables customers to reach the most appropriate agent for their call, every time, there's a path to great CX that's waiting for smart companies to take."

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