



IVR Re-engineering for Cost Reduction

A Case Study

Situation:

A major bank was successfully dependent on IVRs to provide self-service account information to customers in a 24 x 7 environment. The system also routed calls to the appropriate agents in four call centers during working hours. The IVR configuration included 6 IVRs in phone banks that supported multiple 800 numbers (by region) and the four call center sites. Account information from the main database had to be moved to each of the 6 sites daily to allow access by the IVRs. This required a tech support staff at each site and resulted in the use of day old data for the self-service function.

Problem: How to enhance the IVR system to provide real time access to data and reduce operational costs.

Our Expert Solution:

Amtech Alliance Members designed, engineered and implemented a new IVR Solution that included one centralized IVR to support the four locations. The solution included technology to provide real time access to the corporate database, test the reliability of the system and minimize system downtime. The solution was designed to handle 100% growth in the number of calls handled. The services included:

- IVR solution design
- IVR product specification/vendor selection
- Network/telecom design (reduced the number of 800 numbers)
- Contract negotiations
- Implementation project management
- System testing & refinement to assure 99.9% availability

Result: The solution resulted in the elimination of 22 tech support positions, elimination of 4 databases and the associated hardware, a reduction in IVR call handle time, the reduction of telecom network costs (fewer 800 numbers) and lower hardware maintenance costs. In addition, Occupancy was improved from 60% to 90%. Finally, the system design was able to handle a continually increasing call load for the next five years with no upgrades or enhancements. ***The total value of this project was a savings of \$4.5 million per year.***