

ESCAPE THE CUSTOMER SERVICE MIGHT MARE



PolyAI

Scream “AGENT, AGENT” all you want – there’s no escape.

- Do your customers have to endure long pre-recorded messages requesting that they try going online instead?
- Do they have to navigate complex IVR mazes, getting trapped in a doom loop?
- Do they have to listen to twenty, thirty, forty minutes of crackly hold music that wouldn’t be out of place in a horror movie?

If you answered yes to any of the above, you might be trapping your customers in a service nightmare.

It doesn’t have to be this way. Now you can automate customer service over the phone, without sending your customers to hold music hell.

Read on to learn how to help your customers escape the nightmare.

Have you tried our website?

Customers are used to hearing recorded messages as soon as their call is connected.

“This call may be recorded for training and monitoring purposes.”

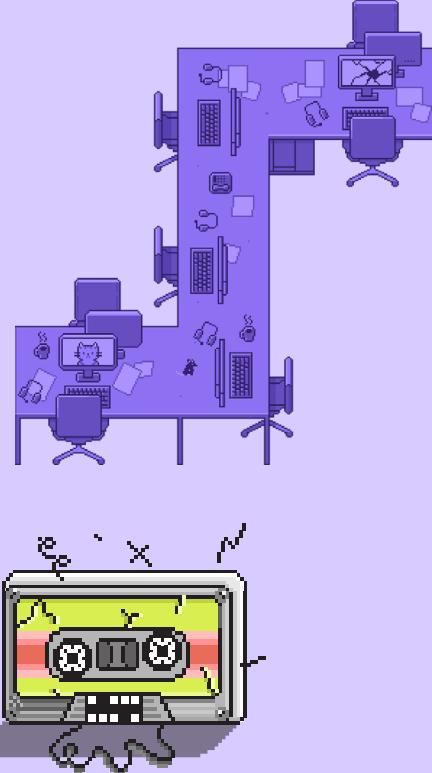
Disclaimers like these are unavoidable legal requirements that customers have come to accept.



Escape route

Use voice AI to offer the same level of self-service over the phone as you do online, and you will never again have to tell your customers to go somewhere else.

For the best results, focus on creating natural, lifelike, and agile voice experiences that engage customers so they don’t insist on speaking to a person.



But how frustrating is it when the recorded message asks, ‘Have you tried our website?’

Asking customers to go online is all well and good, but only 9% of customer service queries are completed via digital channels. Often, your customers have tried your website or app before they pick up the phone.

Whatever happens before or after the recorded ‘Have you tried our website?’ message, there’s one thing you can be certain of – Your customer did not come away feeling valued.

Press #9 for confusion.

Asking a customer to select an option from an IVR menu assumes that they think in terms of your business logic.

Customers aren't always sure where their inquiry fits, diving deeper and deeper into the menu and getting so lost they have to hang up and start again.



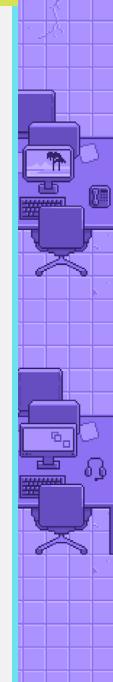
That's if they even try. Many customers will press any key in the hope of reaching a person, even if that person has to reroute the call to a colleague. Rerouting calls comes at a cost, increasing average call handle time, which in turn increases hold times for other callers.



Escape route

Upgrade your IVR to an intelligent and lifelike voice assistant that allows customers to state their inquiry in their own words.

For the best results, ensure your voice assistant can ask clarifying questions and guide callers through common transactions without the need to speak to a person.



I'm sorry, I don't understand.

It's no secret that most people dislike IVRs. In an effort to address this, many companies have turned to speech recognition to allow callers to speak their inquiries instead of pressing a certain key.

But many of these conversational IVRs cause the same problems they aim to solve. Requiring a caller to say a specific keyword or phrase again assumes that they think in your language, leaving customers asking which keyword is the *right* keyword.

Most of us have experienced an automated system that doesn't understand what we're saying. You don't have to look far to find a TV show, movie, or social media post parodying Alexa or other consumer AI applications misunderstanding people in hilarious ways.

It's funny because it's true. But it's incredibly frustrating when it happens to you, especially when you're trying to contact a company you feel has let you down.



Escape route

Leverage spoken language understanding (SLU), not just off-the-shelf speech recognition. SLU uses AI to correct speech recognition errors, ensuring that every caller is understood, regardless of what they say or how they say it.

For the best results, train your voice assistant to listen out for specific types of input (e.g. ZIP codes, order numbers, names) at each turn of the conversation and continue to optimize based on customer data.



Welcome to hold music hell.

Hold music. It's rarely a song you like, the quality is always dire, and it's constantly interrupted by a recorded message saying how much the company values you as a customer, which becomes more and more ironic as the minutes tick by.

Hold times fluctuate depending on demand and staffing, but most contact centers agree that they don't have enough people to answer every phone call within their SLAs.

Many have turned to agent productivity tools to enable staff to take more calls, more quickly.

“Time goes by so slowly...”

But agents are already under significant pressure to handle large numbers of calls as quickly as possible. Increasing that pressure is a surefire way to exacerbate employee turnover, which is already a major problem for most call centers.

In the meantime, customers continue to be put on hold. Time they can spend looking for alternatives in ever more competitive markets.



Escape route

Use voice AI to answer every phone call instantly, even out of hours. A good voice assistant can guide callers through common customer service transactions, freeing up your people to handle the rest.

For the best results, focus on conversation design that earns customer trust to increase voice assistant adoption and further decrease your call queue.

Why are you calling again?

When automated voice assistants fail to understand or help customers, calls are typically passed over to agents. Often, this happens without context, meaning customers have to re-explain an inquiry they might have already tried to explain 5 times to your IVR.

This is especially frustrating when callers are forced to repeat an authentication process, giving an order number or secret answer they have already given.

In these cases, customers are understandably frustrated, and may take this out on your people. Not exactly the best start to a valuable customer touchpoint.



Escape route

Connect your voice assistant with your contact center software to send information and transcripts directly to your agents who can pick up where the AI left off.

For the best results, design a considered handoff protocol that ensures your voice assistant tries its hardest to get what the customer needs before handing off to an agent.

End the customer service nightmare with PolyAI.

It doesn't have to be like this.



With the right solution, even automated phone support can be worthy of your customers.

At PolyAI, we create lifelike voice assistants that can automate over 50% of customer phone calls and consistently deliver your best brand experience.

- **Make customers feel heard** and increase CSAT by 14% like [Unicredit](#).
- **Slash wait times** and decrease call volume by 30% like [Atos](#).
- **Leverage generative AI** and answer calls 24/7 like [Hopper](#).

“The PolyAI voice assistant is now a part of how we speak to our customers on a day-to-day basis. **Our customers love it because it means that they can save time and effort.** They don't have to wait on the phone to get through to an agent.”

Dan Eddie, Customer Service Director at [Simplyhealth](#)

Find out more and listen to **real calls** at [poly.ai](#).