

# UTILITY USE CASE: Increase Self-Service

*“A picture is worth a thousand words.”*

**CHALLENGE:** Nationally, utility companies spend \$millions of dollars answering phone calls with live representatives because customers can't or simply won't use the voice-only IVRs (interactive voice response) systems.

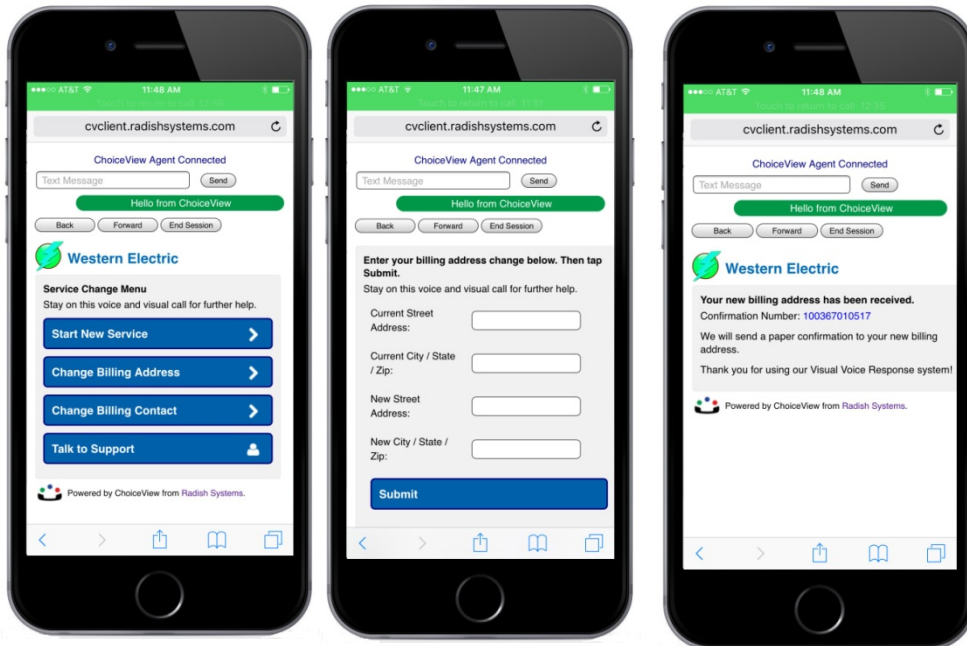
**SOLUTION:** Gas, electric, cable, water and other utilities can increase customer self-service by adding easy-to-use, instant visuals to their IVRs. With visuals, customers immediately SEE and quickly navigate the menu options on their smartphones, SEE and easily complete forms (no tricky alpha-numeric inputs), SEE and HEAR messages, and SEE and save visuals such as Confirmations and Receipts.

**BENEFITS:** With the ChoiceView Visual IVR, utility companies can decrease transfers to live reps and decrease the call times while improving customer experiences and satisfaction.



ChoiceView®

## ChoiceView® Visual IVR Use Case: Service Changes



Customer calls electric company.

1. She sees and hears automated options via Visual IVR and selects “Change Billing Address.”
2. Customer receives form, easily enters requested information, and submits.
3. Customer receives Confirmation and saves it to her smartphone.
4. **RESULT:** Call easily completed in IVR any time of the day, without live rep. Clear, simple forms allow accurate inputs that are saved to company databases. Customer is happy to self-serve and is reassured with saved confirmation.

### Benefits to Customers and Companies

- Secure, encrypted
- Immediate 24/7 self-service
- Call containment in IVR, saves time and money
- Easy-to-understand visual information
- Easy-to-complete forms, even with alpha numeric inputs
- Selection of preferred language
- Information saved for future reference

