

# Five Reasons to Implement a Voice Enabled Self-Service Option in Your Contact Center

A White Paper from Verascape, Inc.

**#1 Consumers Have Changed** - The majority of businesses now offer some form of self-service in their contact center and another large portion are considering implementing it. Studies indicate that consumers are not only expecting self-service, but most prefer it. One recent study reports that 70% of consumers would rather use an effective self-service option instead of speaking with a live agent for certain call types. The same report suggests that a whopping 91% of consumers will use a self-service option when it is available.

**#2 - Voice Automation is Now Part of Everyday Life** – Many of today’s consumers use voice enabled devices for things like, changing the channel on their television, getting directions from their car’s GPS, asking their personal digital assistant to adjust the temperature in their home, play their favorite music, and more. The evolution of voice automation has conditioned consumers to be much more comfortable using voice enabled devices for many different tasks.

**#3 - Effect on Your Brand** – Is part of your corporate philosophy to have your customers always speak with a live customer service representative? Are you concerned that automation will have a negative effect on your brand? If you think that using self-service will hurt, you must also consider how NOT using an on-demand, 24x7x365 self-service option might negatively affect your brand. What effect do long hold times have? How do your customers feel about getting transferred to multiple departments before they get answers to simple questions? In most cases, voice automation can eliminate these issues and actually have a positive impact on your brand. Again, recent studies tell us that this is what more and more consumers expect and in many cases, want.

**#4 - Prepare for Emerging Technologies** - You cannot pick up a trade magazine or various forms of mainstream media without hearing something about emerging technologies like AI (Artificial Intelligence), Machine Learning, Personal Digital Assistants (Amazon Echo, Google Home, Siri, etc.) and chatbots. These are real technologies that are having a huge impact on the way companies do business. The infrastructure required to take advantage of these technologies is the same data-enable infrastructure you will have when you implement a voice enabled self-service capability in your contact center. Self-service is a low-cost way to get in the game and test the waters.

**#5 - Cost Savings** - The value proposition of automated self-service is still cost savings. The cost of utilizing a cloud-based solution is a fraction of the cost of a live agent. Here at Verascape, we have seen cases where a contact center has saved nearly 75% in costs after implementing an effective self-service capability. Of course, this all depends on the call types you get. Let’s face it, who doesn’t need cost savings? One of the things some companies overlook, is using the cost savings generated from automated self-service to fund other initiatives like enhancing contact center infrastructure, or generating additional revenue.

**Summary** - The emergence of voice enabled technologies is changing the way companies do business. More and more consumers are expecting and demanding a self-service option. By implementing effective and reliable automation in your contact center now, you will be better prepared as these technologies continue to mature and see increased consumer adoption. If your company does not have a voice enabled self-service option today, now is a great time to consider implementing one and take advantage of the significant cost savings and improved customer experience.

**About Verascape** - Verascape's Automated Customer Engagement Platform (A.C.E) reduces costs and improves your customers' contact center experience. Our inbound and outbound automated self-service solutions include Customer Service, Payments, Live Decision Call Routing and Order Processing. We work with companies of all sizes in many different industries. Our solutions are implemented quickly with minimal impact on your internal resources with no upfront capital expenditure. Some of the many benefits include; on-demand 24x7x365 reliability, pay-for-performance pricing, 99.9% uptime, real-time reporting and cloud-based redundancy. Verascape is PCI and HIPAA compliant. To learn more, visit [www.verascape.com](http://www.verascape.com) or call sales at 847-919-0873, or send an email to [info@verascape.com](mailto:info@verascape.com).