

IVR (Interactive Voice Response)

Add phone surveys to your mystery shops and ICR web surveys for unparalleled insight into your company's performance

Legacy Group Market Research, LLC

WHAT IS IVR?

Simply put, IVR is surveying by phone!

IVR (Interactive Voice Response) technology allows your company to collect data from your customers through a normal 1-800 phone number. Your customers only need a standard phone (or cell phone) to access your surveys. Answering your questions is as simple as hitting a few keys on the phone, and the data is captured instantly for your immediate viewing. You can even have their verbal comments recorded for instant playback over the Internet!

WHY USE IVR?

- **High Volume, Low Cost:** IVR is a highly cost effective method to collect data (market research, customer satisfaction, public polling etc.) from a large number of customers.
- **Easy Customer Access:** IVR makes it easy for your customers to speak their minds - any time, any place they have phone access, they can deliver you the crucial feedback you're looking for. No computers or Internet access is required.
- **Complete No-Hassle Automation:** Once your IVR program is set up, it handles every step from data collection to report delivery. Our IVR services will free up your department's valuable time and energy.
- **Question "Branching"/"Skip Patterns":** Your IVR surveys can intelligently ask questions based on the caller's responses. For example, if one customer answers the "Would you recommend our store to others?" question with a "NO" answer, your survey can immediately "branch" to the section of questions that reveal the specific reasons for the "NO" answer.

OUR IVR ADVANTAGES:

- **Individual 1-800 Phone Number:** We can provide a toll free 1-800 number for your customers, greatly increasing the number of callers who will respond to your survey.
- **Listen to Customer Voice Recordings Over the Web:** Go beyond the typical multiple choice data and invite your customers to leave verbal feedback at the end of their survey. With just one click on the web report, you can listen to your customers' actual voices!



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- **Service Recovery Alerts:** Our IVR technology can be programmed to detect a seriously dissatisfied customer, routing the customer's comments (and contact information, if provided) to the appropriate person of your choice, whether it's the location manager or a VP of Client Services. Our IVR services can help you detect serious customer service problems and react more quickly than ever before.
- **Multiple Languages:** Our IVR system allows your surveys to be conducted simultaneously in multiple languages.
- **Coupon and Prize Incentives:** Increase the number of responses by presenting coupons or a chance to win prizes to customers who have completed surveys.
- **ICR (Interactive Computer Response) also available:** Extend the reach of your research to the entire Internet by posting the same customer satisfaction surveys on the Web! Our controls can ensure that only valid surveys are submitted over the Web.

IVR/ICR + Mystery Shopping:

Mystery shopping delivers in-depth analysis from mystery shoppers trained to execute your specific scenarios and compare your employee performance to your corporate standards. In contrast, IVR /ICR delivers a large volume of feedback from real customers who have their own expectations and varied experiences.

Our system gives you the power to compare these two valuable (but very different) sets of data side by side with our dedicated web reporting package. Now you can view a complete, up-to-the-second picture of how your employees are performing and how your entire organization is serving your customers. Mystery Shopping + IVR/ICR is an **unbeatable** combination.

Please contact us to find more about setting up your customized IVR program!

