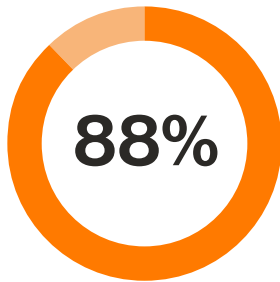


# Interactive Voice Response (IVR) Editor

Create and manage effortless experiences

## Optimize interactive voice responses (IVR) to meet customer expectations



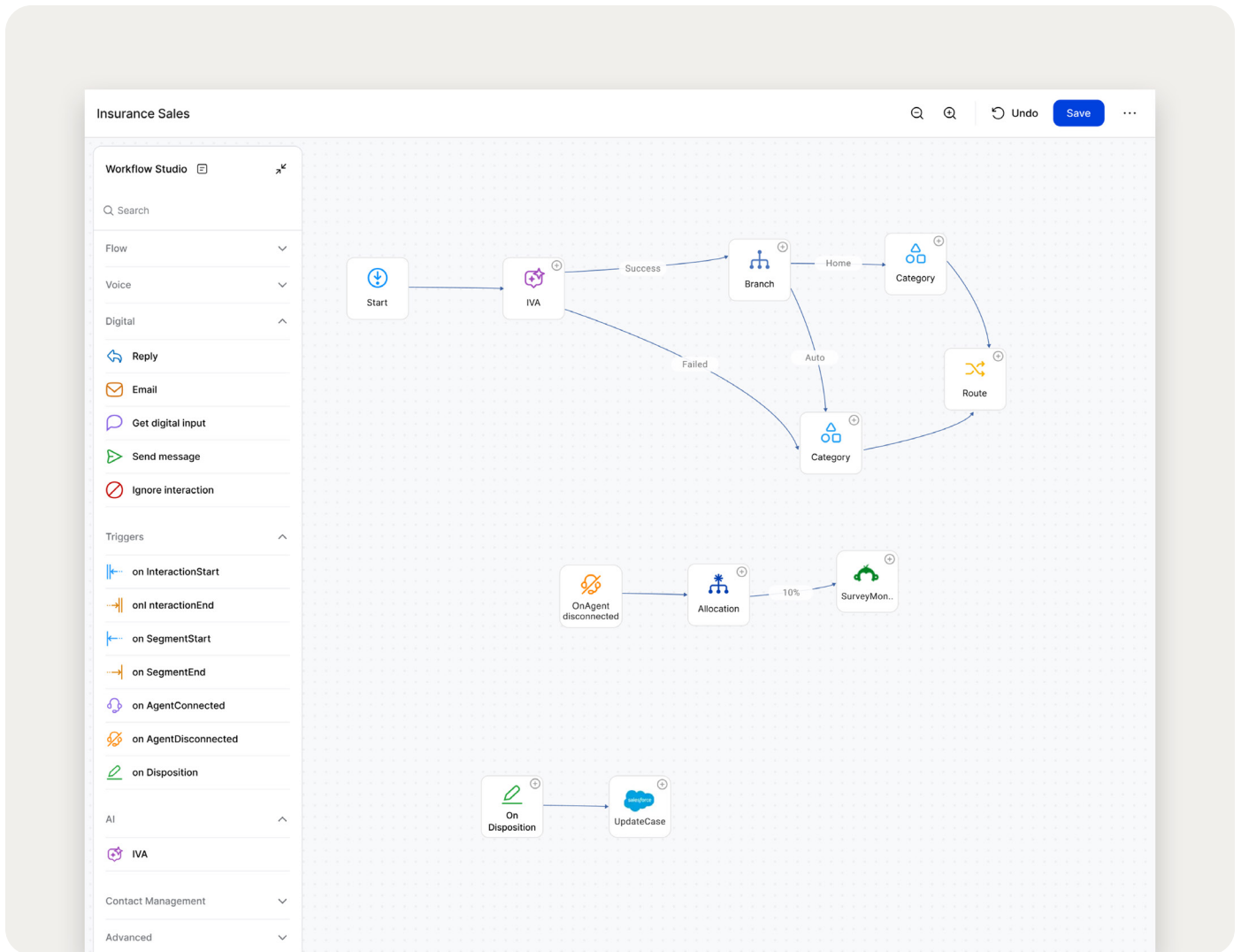
of customers think customer service is more important than ever in 2024<sup>1</sup>

Companies need to respond effectively when customers call looking for answers and help. Organizations can use IVR Editor to design and implement IVR call flows within the RingCentral RingCX platform to improve response speed and relevance.

### Tailor responses in a matter of minutes

From the RingCX IVR Studio, administrators can access IVR Editor to manage their IVR systems and create custom flows that can handle incoming customer calls in the most efficient and satisfactory manner possible. Using a visual interface, administrators can quickly and easily orchestrate response flows, determining the decision points, menu choices, call routing rules, text-to-speech prompts, and recorded message playback options that will be presented to the customer to best address their requirements. To simplify flow design and implementation, organizations can take advantage of IVR Studio's:

- Visual flow designer
- Drag-and-drop functionality
- Pre-built modules for common IVR tasks
- Integrations with other RingCX components



## Enhance responses with RingCX integrations

To enhance the functionality and improve the effectiveness of call flows, the editor is tightly coupled with other RingCX data and modules, including:

- Customer data
- Agent availability status
- Queue management
- Reporting and analytics

These integrations enable the seamless exchange of data and adaptation of flows for maximum benefit.

## Key capabilities



### Menus

IVR Editor can enable administrators to create and manage the menus that will be presented to customers during a call. These menus provide callers with options on the information or actions available to them related to their inquiry. The IVR Editor helps administrators set up:

- Multi-level menus to accommodate complex, multi-step requests
- Customizable greetings and prompts
- Dynamic menu options based on caller input
- Time-based routing options

### Advanced routing

IVR Editor supports advanced routing capabilities, enabling businesses to direct calls based on various criteria and conditions, such as the:

- Skills of an agent
- Time-of-day
- Priority of the request/customer
- Need to balance call load across agents/groups

### Testing

IVR Editor offers tools to allow organizations to test and validate IVR flows before they are deployed and used with customers. To ensure interactions go smoothly and there are no surprises, administrators can run:

- Flow simulation
- Voice prompt testing
- Load testing for high-volume scenarios
- A/B testing for different IVR designs



## Reporting and analytics

IVR Editor provides robust reporting and analytics capabilities that enable organizations to measure the effectiveness of their IVR implementations and identify opportunities for improvement. It offers:

- Call flow performance metrics
- User interaction tracking
- Abandonment rate analysis
- Path optimization suggestions

## Security and tracking

As with every component of the RingCX platform, the IVR Editor is built with security and compliance in mind. To protect sensitive customer data and adhere to industry regulations, IVR Editor includes:

- Encryption of sensitive data
- Role-based access control
- Audit logging of system changes
- Compliance with PCI-DSS and HIPAA standards

## Scalability and performance

IVR Editor and all of its associated runtime components are designed to handle high call volumes to maintain service levels under the most challenging of circumstances. Some of IVR Editor's scalability features include:

- Support for distributed IVR nodes
- Load balancing across multiple servers
- Caching mechanisms for improved response times
- Automatic scaling based on call volumes
- Audit logging of system changes
- Compliance with PCI-DSS and HIPAA standards

## Benefits of IVR Editor

85%

of customers are willing to go out of their way to do business with a company that provides better service<sup>2</sup>

91%

of customers say they are more likely to make another purchase after a great customer service experience<sup>3</sup>

The IVR Editor within RingCX provides a comprehensive solution for businesses looking to implement sophisticated interactive voice response systems. With easy-to-use, powerful capabilities that are seamlessly integrated within the RingCX platform, organizations can curate responses to customer calls in a way that increases:

- Speed and effectiveness
- Customer satisfaction
- Customer loyalty

1. [Forbes](#)
2. [Forbes](#)
3. [G2](#)

For more information, please contact a sales representative. Visit [ringcentral.com](https://ringcentral.com) or call 855-774-2510.



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