COMPLIANCE COMPONENT

DEFINITION	
Name	Interactive Voice Response (IVR) Guidelines
Description	Short for ***i**nteractive **v**oice **r**esponse*, IVR is a computerized system that allows a person, via telephony technology, to select an option from a voice menu and otherwise interface with a computer system. Generally, the system plays pre-recorded voice prompts to which the person presses a number on a telephone keypad to select the option chosen, or speaks simple answers such as "yes", "no", or numbers in answer to the voice prompts.
Rationale	IVR systems are often criticized as being unhelpful and difficult to use due to poor design and lack of appreciation of the callers' needs.
Benefits	IVR systems can be used to create and manage many services including order placement, caller identification and routing, payment or balance inquiry, and ticket booking. A properly designed IVR system should: • Connect callers to their desired service promptly and with a minimum of effort; • Provide expanded customer service hours (24/7); • Automate and provide self-service customer interactions with enterprise databases; • Eliminate routine, repetitive and costly tasks for staff; and • Increase overall customer service capacity without increasing costs or personnel.

ASSOCIATED ARCHITECTURE LEVELS	
Specify the Domain Name	Interface
Specify the Discipline Name	Access
Specify the Technology Area Name	Interactive Voice Response
Specify the Product Component Name	

COMPLIANCE COMPONENT TYPE	
Document the Compliance Component Type	Guidelines
Component Sub-type	

COMPLIANCE DETAIL	
State the Guideline, Standard or Legislation	**Key Components** There are two key components to a good IVR design: 1) Providing the most commonly used self-help features in an easy-to-use format; 2) Recognizing that not everyone's needs can be provided through IVR and that a quick transfer to a person be included frequently in the format. **Menu Structure** • The main greeting should identify the entity reached (i.e., Missouri Department of …).

- Strive to keep the number of menu items to a maximum of five. Because people cannot actually see the menu items, they have to work to remember the items in the list.
- Place the most frequently used menu items at the beginning of the list.
- If using a keypress action as an input mechanism, do not skip numbers (i.e., do not do the following: "For Option A, press 1; for Option B, press 3"). People expect that the menu items will be sequential.
- If using a keypress action as an input mechanism, make sure there is an appropriate pause between menu items and between different menus. A person with a cell phone must constantly move the phone away from her ear in order to press the correct key.
- Use silence to convey structure to users but be careful of too much silence, users may think the system is no longer operating.
- The number key needed to activate a particular menu item should follow the text-description of the item itself. Therefore, menu items should be heard as: "To hear our product descriptions, press or say 1" instead of "Press 1 to...." This reduces users' dependence on short-term memory.

Language

- Use short, concise phrases for menu items and other prompts. This will encourage users to keep their responses short, as well.
- Avoid prompts that sound too similar.
- Keep syntax and semantics consistent across all prompts in the system.
- Present voice prompts in the user's language, using a friendly tone. Avoid the use of technical terms, unfamiliar acronyms, and the like for general purpose systems.
- Use a single voice for all system prompts which must be natural sounding and easy to understand. Avoid mixing voices and/or genders. (You don’t want your caller to hear one voice for the greeting, another voice for menu option 1, yet another for option 2, etc.)
- If an error occurs, when possible tell the user what the error was and explain in more detail what type of correct input is expected.

Navigation

- At the beginning of the application offer instructions on how to navigate the system and which keys are reserved for special functions (i.e., "For Help , press 9")
- Allow users to select an option at any time. Do not force someone to listen to an entire menu before they can make a selection.
- Always provide some default options that are used consistently throughout the application. Give the user a way to repeat a menu/spoken item, return to the main menu, access the "Help" functionality, and to speak with an actual human operator (usually, this is the "0" key).
- Verbally confirm user choices so that the user can be confident about what is happening and that the system correctly "understood" the input entered.

Document Source Reference #			
Compliance Sources			
Name	Inovdesigns	*Website*	http://www.inovdesigns.com/learningcenter/ivr.asp
Contact Information			
Name		*Website*	
Contact Information			
KEYWORDS			
List Keywords	Interactive Voice Response (IVR) system, touch-tone, call processing, switching capability, speech recognition, text-to-speech, transaction processing, interface, telephone, telephony, prompts, phone menu, voice, response, keypress, phone, navigation		
COMPONENT CLASSIFICATION			
Provide the Classification	☐ *Emerging* ☒ *Current* ☐ *Twilight* ☐ *Sunset*		
Sunset Date			

COMPONENT SUB-CLASSIFICATION

Sub-Classification	Date	Additional Sub-Classification Information
☐ *Technology Watch*		
☐ *Variance*		
☐ *Conditional Use*		

Rationale for Component Classification	
Document the Rationale for Component Classification	
Migration Strategy	
Document the Migration Strategy	
Impact Position Statement	
Document the Position Statement on Impact	
CURRENT STATUS	
Provide the Current Status	☐ *In Development* ☐ *Under Review* ☒ *Approved* ☐ *Rejected*

AUDIT TRAIL			
Creation Date	09/25/2006	*Date Approved / Rejected*	11/28/2006
Reason for Rejection			
Last Date Reviewed		*Last Date Updated*	
Reason for Update			