What are IVR and ABOP and how they can revolutionise your call centre operations?

Paying multiple staff to sit in a call centre and answer phones day and night can be costly for any private hire taxi company

Ensure your call centre is as productive as possible with the implementation of an automated phone-answering system. Two related technologies: interactive voice response (IVR) and Autocab's very own automatic back on phone (ABOP) feature, replicate some of the key functions and processes that a human call handler would do when taking customer calls and dealing with post-booking customer service enquiries, by providing them with tailored answers to their specific questions automatically.

In addition to the internal benefits – IVR is generally considered a production booster for internal staff – it is used to bring a beneficial service to customers of the company. The purpose of private hire taxi IVR systems is to allow customers to serve themselves by automating the calling process, providing the ability for them to quickly and reliably book their taxi. The technology can utilise touch-tone technology to greet customers and take their bookings without having an operator speak to them directly.

CONSUMERS ARE ADOPTING IVR TECNOLOGY

In the past customers wanted to speak to a person. Many people would simply hang up if a computer answered a telephone call; the old view was that a voice processing system was seen as an impediment to customer service. However, this attitude is changing and IVR is experiencing such fast growth and acceptance because consumers are becoming increasingly used to the spoken word generated by computers and Smartphones. The integration of IVR with their booking and dispatch systems is giving taxi companies an edge by making their internal users more efficient while also providing better customer service.

The system is especially effective regular customers whose telephone numbers are recognised by the IVR system to book a taxi without speaking to an operator, reducing booking call times to as little as 10 seconds.

COMPANIES OF ANY SIZE CAN NOW ADOPT IVR

While IVR systems were once the preserve of larger taxi companies receiving massive call volumes per day, smaller firms can now afford to also experience its benefits.

Cloud technology has made IVR much more accessible and affordable to small and medium size taxi firms, removing the need for expensive single-purpose IVR hardware and phone

lines which limit the number of users and inhibits resourcing flexibility; with a cloud-based IVR service equipment is hosted and typically VoIP-based so there are fewer limitations.

AUTOMATIC BACK ON PHONE (ABOP)

ABOP is a feature of IVR developed by Autocab specifically to deal with a large area of inefficiency experienced by most private hire call centres, the *'Where is my taxi?'* call. When a customer calls to enquire about their on-going booking ABOP will automatically recognise their number and communicate the status of the live booking. The actual information relayed can be configured to include any combination of ETA, driver name, vehicle details and registration number. ABOP will then give the customer the options to speak to an operator or be put through directly to the driver should they so wish.

Most callers however, will be satisfied with the automated response – keeping controllers free to take new bookings.

ADDED BENEFITS OF IVR AND ABOP

Increased automation - Typically a taxi firm can expect to take 40% of total calls via IVR with some experiencing automation rates up to 70%. This is equivalent to having additional operators that are available to work 24/7 365 days per year, thus, freeing up operators to take more calls per shift increasing your job count.

Reduce staff overhead – IVR can save companies money by not having to pay employees to do the work the system is automatically taking care of.

Improved contact centre efficiency - IVR systems are essential to driving contact centre efficiency. Controllers become more productive and efficient as they are given more time to focus on calls from customers in need of their specific expertise that cannot easily be automated. They may also manage customers on other channels due to the quicker resolution through IVR, enhancing their sense of job satisfaction.

Controllers will require less training for processes that have become automated, and less time will be spent on the costly voice channel as customers are more quickly connected.

Time saving for customers – Saving customers time is one of the best benefits a taxi company can deliver and through IVR customers are able to enjoy automated customer experiences enhanced with rich and timesaving features. Customers do not have to listen to lengthy menus and may dial their way quickly to the option they need.

AUTOCAB'S IVR AND ABOP SOLUTION

Autocab 'Phantom' is a highly intelligent telecommunication system specifically designed for the taxi industry. Its purpose is to maximise a taxi business's call handling capabilities, reducing missed calls and increasing the volume of incoming calls answered. With a large

volume of work being taken on Phantom's automated IVR booking facility, typically 40%, it reduces the need for additional operators during busy periods and helps reduce outgoings on staff overhead. Phantom will answer all incoming calls with its Auto Attendance Software. This gives your customers a professional service which enables you to capture calls that may previously have been missed, while increasing calls taken and bookings generated, leading to a busier taxi firm overall. This has the welcome knock-on effect of generating more business, which means you will require more drivers who will find your company a more attractive proposition with higher volumes of work available.

FIND OUT MORE

If you would like to learn more about Autocab's Phantom phone system featuring IVR and ABOP, request a demonstration at sales@autocab.com.