

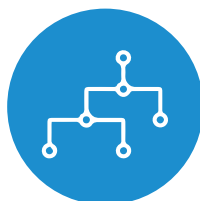
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*A Guide to:*

# INTERACTIVE VOICE RESPONSE

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Connect with your customers like never before.





CallFire is a cloud-based communications solution designed to save your business time and money. With CallFire's powerful voice and text messaging services, you can reach your customers instantly!

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## **ARE PEOPLE TRYING TO REACH YOU? WANT AN EASY WAY TO ROUTE CALLS TO THE RIGHT PERSON?**

Interactive Voice Response (IVR) allows users to create phone trees to gather information, direct callers, and much more with an easy-to-use, click and drag system.

This guide will introduce you to the CallFire Interactive Voice Response (IVR) product, explain some of its important features, and give you an idea of how to make the most of this product.

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Clients have also bundled Interactive Voice Response (IVR) with other CallFire products:

**Call Tracking** to track the effectiveness of your inbound call sources.

Or check out these other communication products from CallFire:

**Voice Broadcast** to deliver personalized voice messages by phone.

**Cloud Call Center** to power dial through your list and reach contacts in seconds.

**Text Broadcast** to reach your customers right in their pocket.

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*With CallFire, you'll reach more people in a shorter amount of time.*

*Getting Started with*

# INTERACTIVE VOICE RESPONSE

With an IVR (Interactive Voice Response) system, you can set up surveys, polls, appointment reminders, payments, and more for inbound or outbound traffic. Customers interact using a simple keypress. CallFire's IVR technology is easy to implement with a simple drag-and-drop menu or XML. IVR systems allow you to connect with your customers like never before.



## WHAT IS IVR?

Interactive Voice Response (IVR) is an automated telephony system that interacts with callers, gathers information, and routes calls to the appropriate recipient. IVR systems, also known as phone trees, improve efficiencies by letting customers choose the type of help -- such as self-service or speaking with an agent -- that they'd prefer.

# GETTING CREATIVE WITH IVR

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## Additional Features:

**Round Robin Transfers**  
to route incoming calls to  
transfer numbers in a  
specified order.

**Business & After  
Hours Settings**  
to route inbound calls according  
to your business hours.

**Delivery Reminders/  
Notifications Scripts**  
to customize script templates  
with customer-specific data.

**Appointment Scheduling  
Features**  
to confirm appointment dates  
and times.

**Credit Card Payments**  
specialized interactive service  
available with the help of a  
CallFire IVR specialist.

**Integrations with Zapier**  
take IVR to the next level!

Interactive Voice Response systems can be applied for both inbound and outbound messaging. **Either way, the CallFire IVR system is easy to use and streamlines your communications.**

## Outbound

Send automated surveys and polls to customers, employees, voters, and others to collect and manage data for your business or campaign.

- Political polling messaging services include candidate preference polls, issue-voting polls, or even calls to action.
- Disaster warning campaigns can be set up to alert recipients or collect vital information in a short amount of time.

## Inbound

The days of needing a receptionist are over. Use an auto-attendant phone system to route your incoming calls to the appropriate line or answering service, saving time and money.

- Real estate listing management is easy with an IVR! Create an automated system to play listing information based on requests like zip code match, property listing number, or agent information.
- Emergency information hotlines can route calls according to caller-specific information. Generally, keypresses lead to recordings of more specific information.

*For Example:*

# IVR ENABLES MEDICAL RESEARCH IN DEVELOPING NATIONS



*CallFire IVR helps gather and analyze large amounts of real-time data via mobile.*

QuesGen Systems, Inc. founder and CEO Mike Jarrett faced a unique challenge. He had been approached by OneWorld Health to quickly gather and analyze large amounts of data from developing nations.

Traditional methods of data collection include paper questionnaires or surveys sent via text. However, due to the complex nature of the questionnaire,

Quesgen opted for the text-to-voice technology known as Interactive Voice Response (IVR). "Cell phones are ubiquitous, making it easier for participants to press buttons on their cell phone than to try to answer a survey online," says Jarrett. Participants are able to respond to prompts about dosage amount ("25" for 25 grams) and/or last date tested ("0728" for July 28).

"The nice thing is the clean interface on both ends," Jarret reports. CallFire developers were able to design the user interface for Jarret in under two weeks, speeding up the launch date for deployment worldwide.

To read the full case study, visit: [www.callfire.com/case-studies](http://www.callfire.com/case-studies).

Not sure how Interactive Voice Response works?

## TRY IT OUT FOR FREE NOW!


- 1 Text "TRYIVR" to 67076
- 2 Instantly receive an IVR broadcast from us!
- 3 Sound good? Sign up for free!



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# CONTACT US TODAY!

In this guide, we've explored some of the great features and uses of IVR. This guide is by no means exhaustive, so please contact us to discuss how CallFire can work best for you.



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## LET'S CHAT

We'd love to talk to you. Connect with CallFire on:

### WEB

[www.callfire.com](http://www.callfire.com)

### CALL

855.992.3335

### TEXT

SMS to 67076

### EMAIL

[social@callfire.com](mailto:social@callfire.com)

## JOIN THE CONVERSATION

