

# CenturyLink On Demand IVR

**A simple, powerful application to improve your caller's experience**

When you have limited resources, providing your callers with an excellent calling experience can be challenging. Well-designed IVR applications can save you and your callers time and money but are usually expensive to develop, difficult to design and even harder to change. Fortunately, On Demand IVR is a powerful, well-designed alternative. On Demand IVR balances the need for high-quality customer service with an affordable, high-powered solution for your business.

## Fast and affordable

Powerful applications no longer take months to design, deploy and modify. As a software as a service (SaaS) product, our browser-based On Demand IVR application allows you to create and manage your own world-class IVR solution without investing in hardware, software, added staff or programming skills.

- Reduce your development and support costs – no need to bother with system upgrades and maintenance
- Reduce customer service costs – keep callers within the application while providing productive call resolution and creating a positive user experience

## Adaptable

Whether it's a new marketing program, an unexpected event or a seasonal change, you will be able to develop a customized IVR in real time and create application libraries that can be switched on or off at a moment's notice. Our highly-scalable platform lets you make changes on the fly so callers get a consistent experience even when call volume spikes.

Save time and resources:

- Low up-front costs, reduced management costs
- No hardware/software maintenance responsibilities or costs
- Highly scalability and high capacity
- No IT support staff required
- Pay-as-you-use pricing
- Increased return on investment

## Improved caller experience

With On Demand IVR, you can easily integrate voicemail, speech recognition and call recording capabilities with your customer records, CRM applications and other business data. You can improve your caller's experience by:

- Reviewing caller history to better understand current and future call needs
- Using existing caller data to provide information before the customer requests it
- Providing simple, self-service options for callers who have routine questions
- Optimizing calls reaching agents with information collected in the IVR
- Continually refine applications in real-time based on up-to the-minute data

**Contact your CenturyLink Representative today!**



## Easy to use

On Demand IVR is easily managed by an intuitive, online interface that allows you to manage the caller's experience from a single desktop computer. The interface features a simple voice menu design, robust collection of caller data and extensive reporting capabilities. You can set variables for call-by-call tracking, generate corresponding reports and then proactively change your application based on rapid analysis of caller data and application performance. Strategic application management has never been so easy—or so fast. Consider these examples of how On Demand IVR might help your business:

### Sales

- Gather lead generation data
- Create sales reporting lines

### Marketing and promotions

- Create promotion hotlines
- Build and store customer surveys
- Present a store locator

### Human resources

- Create a benefit enrollment line
- Survey employee satisfaction
- Open a job inquiry/screening hotline

### Operations

- Order, pay for and check status of a product
- Provide time/ticket logging for field workers

## Service and support

With On Demand IVR, you get more than a cutting-edge application. You get a complete contact management solution, including technical support, documentation, customer training and access to our expert designers.

### ON DEMAND IVR SITE BUILDER TOOL

Site Builder > Voice Sites > Acme Test Site #200000001014052

**Acme Test Site**  
Add, Modify, Copy or Delete Voice Pages. [Run Caller First Diagnostics](#)

Type	Page Name	Page #
<input type="checkbox"/>	Greeting	1
<input type="checkbox"/>	New Data Page	2
<input type="checkbox"/>	Ask Favorites	3
<input type="checkbox"/>	Is It Acme A?	4
<input type="checkbox"/>	Acme A	6
<input type="checkbox"/>	Not Acme A	8
<input type="checkbox"/>	Why Favorite?	11
<input type="checkbox"/>	Thanks and Goodbye	14

**Voice routing applications**  
Choose from simple menu options to create custom pages that guide and support intelligent call flows, improving the caller experience.

**Capture customer data**  
Store customer names and addresses and response to questions, then implement custom call flows and database integration.

**View reports**  
Evaluate the performance of applications from a single interface then increase IVR capture and reduce call time all with the click of a mouse, in real time.

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