



## Data Collection

Cyprium Communications Data Collection solution is an effective tool for businesses to use when customers are contacting you for a general request for more information or if you wish to simply gather information for new campaigns or research. It enables you to capture customer name, address and other contact details by automation thus freeing up your customer support agents.

### Cyprium Data Collection

Using IVR automation, callers are prompted to give key information by entering details into the telephone keypad or using speech recognition. The IVR system automatically receives calls providing information or questions and collects data in an unbiased manner. Often used to gather data for consumer opinions, customer satisfaction studies or simply update your database. This solution efficiently collects information thus reducing live calls to your contact centre. The information collected can be made available to you in real time, by email or daily data feed is available in various formats.

### Data Capture Benefits

- Telephone Keypad or Speech recognition accurately captures customer information
- Save time & money compared to managing a call centre
- Fully automated, 24/7 response to information requests
- Gives customer a quick alternative to leave their details
- Instant reduction in call volumes to live agents

### Typical example of a Data Collection Call Flow.

1. A customer will dial into the IVR and be greeted with a welcome message.
2. The system presents pre-recorded voice prompts to callers and gather responses using the touch-tone phone keypad.
3. All details captured can be sent by email or available by a report feed.

## **Features (Optional)**

All Cyprium Communications systems benefit from the following features and functions.

**Call Recording:** Optionally we can introduce call recording and ask the caller to speak their name for verification purposes.

**Data Feeds:** The IVR can accept data feeds by web upload (through a secure SSL site), email, FTP or SFTP. Files can be downloaded from your systems, or uploaded to our web server.

**Reporting and Campaign Management:** Typically reports are on a scheduled basis (usually overnight) and delivered in Excel format by email. The IVR captures all call information, from the time of entry into the IVR until the call ends. From this, we can easily create custom reports to feed back into your existing business processes.

## **Development**

The Cyprium IVR system is easy to integrate with existing back-end systems which keeps developments cost to a minimum as we don't need to spend time on complex integrations.

Cyprium will provide assistance & guidance as to what prompt recordings are required. We work with you in the design process to ensure your IVR automated solution meets all your specific requirements.

**Call us today on 0330 3338444 or send an email via our contact us page**

**Our team will find the best cost effective solution for you.**