



# Automatic Call Distribution (ACD) & Interactive voice Response (IVR)

## Overview

Typically a call center consists of telephone trunk lines, a switching machine referred to as the automated call distributor (ACD) alongside a voice response unit (VRU), and telephone sales agents. Customers usually dial a special number provided by the decision center; if a trunk line is free, the customer seizes it, and otherwise the decision is lost. Once the trunk line is seized, the caller is instructed to settle on among several options provided by the call center via VRU. After completing the instructions at the VRU, the decision is routed to an available agent. If all agents are busy, the decision is queued at the

ACD until one is free. By integrating with other available systems, an ACD can include a range of data in its decision making. For example, a customer may need to proceed through an Interactive Voice Response (IVR) system before their call is directed. The ACD can then factor in data received from the IVR, using it to inform call routing.

## The Client

Our Client is a leading health insurance service provider through its multiple outsourced center spread across the globe.

## The Challenge

The client was looking for a partner to overhaul its entire ACD and IVR System to integrate with the latest technology seamlessly and possibility of scaling up in case of increase in volume or addition of new service lines. We entered into alliance with the Client to look at their ACD systems and suggest changes or upgrades to the existing system. The original ACD systems were devised to complement or replace live switchboard operators in response to a substantial increase in telephone communication. Early ACDs were limited. Although able to handle dramatically higher volume than human operators, they could generally route calls based only on agent availability.

## The Benefits

Our IT Teams work impressed customer not only with the quality and design of the software and technology provided to them but also they were impressed the way it seamlessly integrated with their existing infrastructure and other IT Assets, ease of operations and significant economies of scale.

Additionally, the client benefitted from

- Digital transformation best practices, including real time routing, voice recognition and interactive ivr solutions, and machine learning powered automation optimizations
- The implementation of contact center automation. Technological advances in routing systems, robotic process automation (RPA), AI, and machine learning (ML), changed the paradigm of customer service

## The Solution

Our team evaluated the entire system and suggested the following changes which the client accepted and showed eagerness to implement the changes, which in their internal assessment, resulted in significant cost savings.

**Conditional Routing:** Conditional routing subjects contacts to a series of if/then scenarios, which impact the destination of the call.

**Skill Based Routing:** Skills-based routing helped the client by linking callers to the agents who are best positioned to help them. In turn, this helped the client in improving customer experience metrics, such as number of transfers, First Contact Resolution (FCR), and Average Handling Time (AHT).

**Interactive voice Response (IVR):** With the advent of the latest technologies in IVR, artificial intelligence can be built-in IVR solutions. Such IVR deployments can predict customer's purpose of the call through predictive analysis and present answers faster. We designed an IVR software system that helped increase customer satisfaction and improve contact center operations and KPIs. Particularly during times of high call volume, an effective interactive voice response system can help avoid hold time by helping customers find answers and perform simple tasks themselves. In cases where a customer needs or requests to speak with a person, IVR technology can help route calls quickly and seamlessly to the best call center agent to address their inquiry.

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## ABOUT ALLEGIANT

Allegiant Global is a leading outsourcing, technology, and automation services provider that aims to deliver innovative, seamless, and simplified IT solutions to clients and provide a competitive advantage to them by delivering superior customer value and strong ROI.

We are a team of disciplined operation management professionals with a customer-centric service culture, where outsourcing solutions transcend business boundaries, and our customer's needs and interests are treated above our own.

We believe that great customer engagement experiences are the building blocks of business success. We enable businesses to focus on what they do best while we apply our multilingual outsourcing expertise to help them retain and grow their customer base.