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IVR survey (Interactive Voice Response) is conducted through the computer voice which interacts with human. In simple words we can say that this is pre recorded or computerized voice which helps in organizing the survey.

There are many examples where one has to talk with computerized voice such as in credit card companies who use IVR system to keep the customer up-to-date about the account information. Like the phone survey, the IVR technology is also used for collecting the information. In phone survey user has to answer the questions by using the phone keypad.

In the competitive era every company wants to know the quality of its service which it is providing to customers. Impartial and unbiased feedback is the backbone for any successful company. It is the feedback that helps the company to improve the quality according to the desire of people. No other survey like SMS survey can match the speed of IVR survey in providing the fastest and accurate feedback. If the feedback is not provided timely, then the main purpose of any survey may go in dark. The IVR start providing the feedback as soon as the call with pre recorded voice is disconnected.

You can have lot of advantages using IVR survey such as:

â€¢ Either small or large company by using IVR technology can minimize the burden of call centers because the computerized voice keep the callers busy until the customer care agent is free from other call.

â€¢ From one call centers a company can manage the service form all over the world provided it should have multilingual support.

â€¢ In a big company which has several departments so it is not easy for human to remember all the departmentsâ€™ number. Thus IVR system helps the caller by guiding him to press the relevant number. Thus we can save official time by applying IVR technology.

â€¢ Through IVR Survey we can know all information about the customer. As soon as the caller calls the customer care his phone number reaches the automated system. And it is known that your phone number provide most of information about you.

Although you can find number of telephone survey companies which promise to provide best IVR Survey service. But you should search well before choosing the company. This is your hard earned money so it is nice to think twice before spending it.

For more info:

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