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In the time of huge competition every company wants to have strong relations with its customers. Thus IVR survey helps the companies a lot in finding the views of their customers. The organization can conduct survey through many methods like SMS survey, phone survey but the IVR survey is considered the best one among them. The meaning of IVR is "interactive voice response."™ As the word "voice"™ indicates that in IVR survey voice is the medium of survey.

Every company needs feedback from the customers to improve the quality of its products and services. No company can survive in this competitive era without getting feedback from customers. The feedback has great importance for any company, because it tells the company the likes and dislikes of its customers. As soon as the company knows about the taste of people then it can start changing the quality according to people's™ desire.

Thus IVR survey can bring huge advantages to companies. Like the phone survey the IVR survey is also conducted on phone. But there is little difference between phone and IVR survey. Whereas the survey conducted by phone take direct interview with the people and know their views about the services. While in IVR survey the computerized and pre recorded voice talk to the people.

There are number of advantages for companies to take survey through IVR survey:

The survey becomes successful when the feedback reaches to company as much fast as possible, and the IVR survey give the fastest feedback in comparison with the other methods of survey. As the talk between customer and computerized voice is finished then the computer start collecting data.

Through this survey we are able to know the customers very well. You know that as the customer calls the customer care or toll free number, s/he number and all bio data reaches to the company's™ computer automatically.

Cost of every survey matters a lot, so the cost should not be in the highest terms as it will have adverse impact on the organization's™ performance. This is the reason the IVR survey is being liked by companies these days. It has one time investment but after you don't™ need to pay much.

In this there are lots of telephone survey companies which provide the service of IVR survey. Some companies also offer the flair of free trial so that you can check their quality at free of cost.

For more info:

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