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There are many methods by which a company conducts survey about the quality of its products and services. These are phone survey, sms survey, web survey and IVR survey. The IVR stands for "interactive voice response."™ You must have called any company's toll free number and you cannot forget that prerecorded voices.

In this competition era every company or organization wants to have feedback from its customer. By knowing the likes and dislikes of its customers, company may bring qualitatively changes in its products and services.

It has many similarities with telephone survey. The survey is done over the phone. Unlike the telephone survey where live interview is conducted, this survey is done through prerecorded script. You have to press the number on your keypad of the phone as instructed by the computerized voice. These surveys are conducted to know the reactions about services which have been delivered to customer through call center.

There are many advantages of using IVR surveys:

- It is the fastest method of collecting the feedback from customer. As the interaction between you and company is finished, the company can have feedback from you by discussing the experience of the quality of service you got.

- The cost factor is not worrisome. The one time investment may be little high but after the cost to having each individual survey is quite small.

- In IVR survey the customer interacts with the machine. So there are high chances of response given by customers are genuine and unbiased. It helps the organization to have true and genuine feedback.

- The companies know about the customer very well. When a customer calls the toll free number or customer care then his phone number and all data reach the customer care immediately.

What precaution should keep in mind while conducting IVR survey?

- The script of questions must be simple. The simple language of question motivates the customer to respond easily.

- The voice should not be ear torturing. The more the sweet voice the more chances of getting good response.

- The lengthy question may distract you from your aim. The length should be reasonable, neither too long nor too short.

There are many companies which provide the service of IVR survey. So you should choose that company which has good reputation background. Some companies also give the facility of free trial by which you can easily know the quality of the service.

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