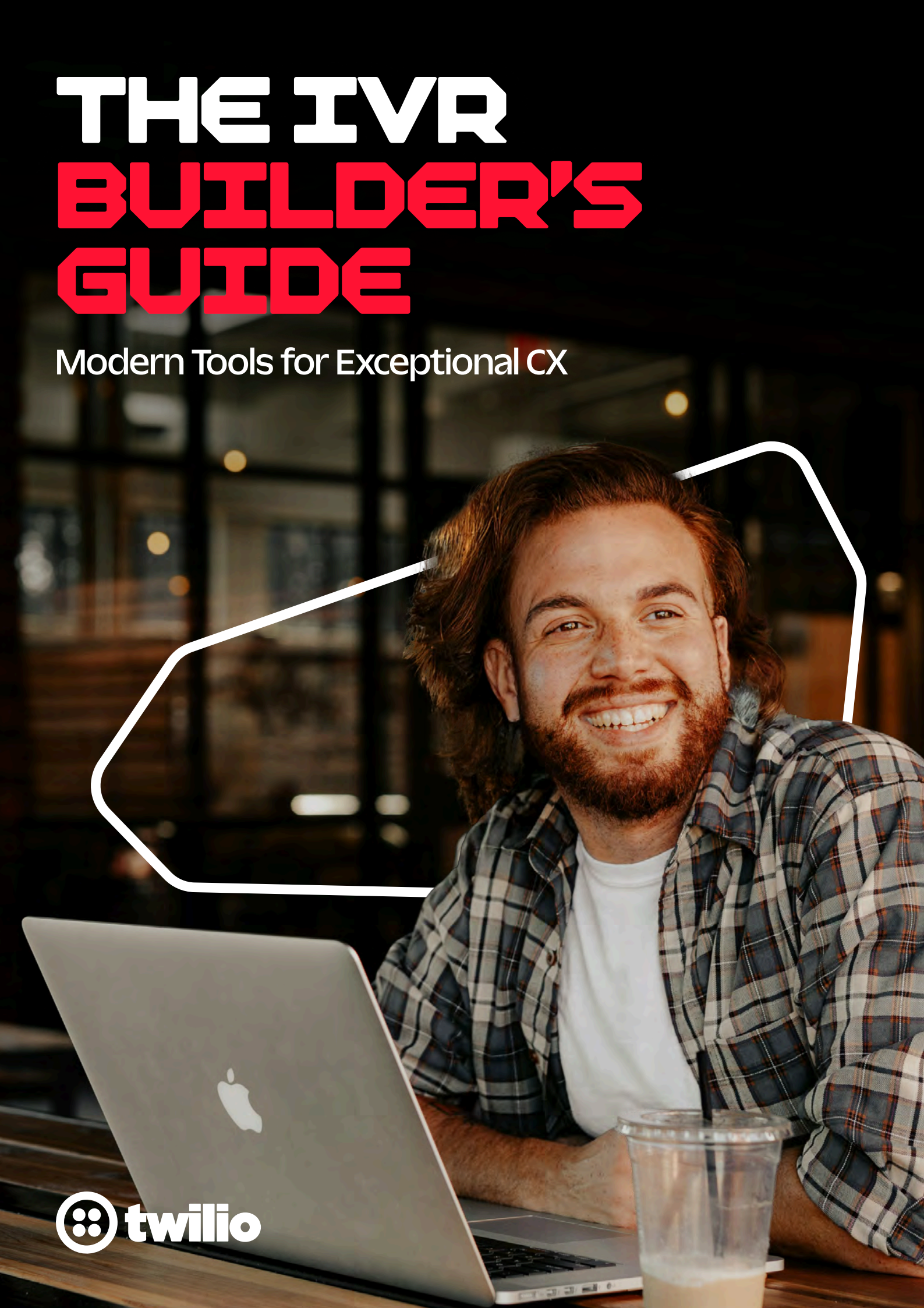


THE IVR BUILDER'S GUIDE

Modern Tools for Exceptional CX





ABOUT

IVRs aren't just call routers anymore. They're smart, AI-powered tools that help customers get what they need faster.

Modern IVRs can handle sales, support, surveys, and more. All while reducing costs and boosting CX across the board.

This guide shows how teams across marketing, ops, and customer service are using IVRs to create faster, more personal interactions.

Built on APIs. Powered by AI. Easy to test, tweak, and scale with Twilio.

It's time to ditch the phone tree. Let's build IVRs that talk like humans.

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THE FOUNDATION

For Better Conversations

Your IVR isn't just a menu. It's the first impression and a make-or-break moment for customer loyalty.

Legacy IVRs weren't built for today. They're clunky, hard to update, and miles behind modern customer expectations. Personalisation? Painful. Testing? Tedious. AI features? Out of reach.

Modern brands are rebuilding with modular tools, conversational AI, and APIs that make IVRs faster, smarter, and easier to evolve.

Instead of just routing calls, today's IVRs:

- Personalise every step of the journey
- Offer self-service that actually helps
- Route calls intelligently

THE RESULTS SPEAK FOR THEMSELVES:

This guide shows how to move from static to scalable—building IVRs that grow with your business and turn every call into a better conversation.

45% saw improved customer satisfaction

41% made smarter decisions with better data

41% boosted segmentation and targeting

55% of consumers will pay more for a personalised experience.

54% is how much more customers spend with smarter IVR*

WHY MODERN CX STARTS With the Phone

Great CX doesn't end at the screen, it continues on the phone. And for many, calling is still the fastest, most familiar way to get help.

Done right, phone support isn't just a service, it's a differentiator. It builds trust, boosts efficiency, and sets brands apart.

But today's customers expect more. They want the same personal, seamless experience they get online and when they call. That's why your IVR matters. It's often the first voice they hear.

With Twilio, you can build IVRs that feel less like a script and more like a conversation. AI and real-time data make it easy to:

- Personalise every call
- Automate routine requests
- Free up agents for the moments that matter

IVRs handle
**2X MORE
INTERACTIONS**
than live agents—and
**5X MORE
THAN CHAT.***

*Source: McKinsey & Company

The Benefits of A MODERN IVR

Exceptional Customer Experiences

Modern IVRs use predictive AI, conversational AI, and Natural Language Understanding (NLU) to turn static flows into dynamic customer experience journeys.

Here's what you can do:

- **Automate tasks like bill payments and FAQs**
- **Route customers using real-time context**
- **Run live A/B tests to keep improving**

By aligning your IVR with the full customer journey, you unlock better insights, faster fixes, and more seamless experiences at scale.

Smarter Self-Service, Happier Customers

Today's customers want answers, fast. And a well-built IVR is the quickest way to deliver.

From fixing connectivity issues to tracking packages, modern IVRs handle routine tasks with speed and accuracy. According to McKinsey, speed is still customers' #1 priority and IVRs deliver.

Powered by AI, today's IVRs go beyond fast resolutions. They build trust with every call that offers:

- **24/7 support**
- **Intelligent routing**
- **Callback scheduling**
(so no one's left on hold)

The result? Customers feel heard, helped, and in control.

Scale Without the Growing Pains

Old-school IVRs can't keep up. They're rigid, hard to update, and slow your team down. Modern IVRs built on cloud APIs, AI, NLU, and compliant integrations scale effortlessly as your business grows.

With the right foundation, you can:

- **Adapt fast to changing needs**
- **Deliver personalised self-service at any scale**
- **Keep experiences smooth, no matter the volume**

Growth shouldn't mean compromise. With modern IVR, it doesn't.

Built For Efficiency, Designed For Experience

Today's customers want quick, clear answers. And businesses that deliver don't just boost satisfaction, they unlock serious efficiency gains.

Modern IVRs do more than handle calls, they can also:

- **Cut out clunky, multi-step menus**
- **Resolve issues faster**
- **Reduce agent-handled calls by 10%+**

Smarter tech means smoother calls. Natural-sounding speech, predictive routing, and proactive updates turn your IVR into a true self-service engine—handling tasks like scheduling, notifications, and transactions with zero agent effort.

Cut Costs, Not Corners

Modern IVRs do more than save time, they also seriously cut costs.

- **Live agent call: \$3.00-\$6.50**
- **Modern IVR transaction: \$0.03-\$0.25 per minute**

By shifting routine tasks to IVR, your team frees up agents for high-value conversations, boosting efficiency and improving customer experiences.

Smarter self-service means better outcomes at a fraction of the cost.



5X
BOOST IN
CUSTOMER
EXPERIENCE

for orgs using modern IVRs.*

*Source: McKinsey & Company



Principles for Building Your Modern IVR

Balancing great customer experiences with operational efficiency isn't easy, but a smarter IVR makes it possible. These 7 principles will help you build one that's flexible, future-ready, and customer-first.



1. Build for Intuition

Keep it simple. Stick to five menu options or fewer, and let AI-powered agents guide customers quickly. Test, learn, and tweak based on real usage and evolve based on your customers' needs.

2. Build for Personalisation

Greet callers by name. Speak their language. Use real-time data to tailor every interaction based on who they are and what they've done.

3. Build Human connections *(When It Counts)*

Automation is smart, but knowing when to bring in a human is smarter. Design IVRs that escalate seamlessly to live agents, complete with full context from your CRM.

4. Build Your Brand's Voice

Your IVR is part of your brand. Make it sound like you. Use tone, language, and dynamic updates that reflect your identity and support your campaigns.

5. Build omnichannel Experiences

Customers don't stick to one channel, neither should your IVR. Connect it with SMS, chat, and more to create smooth, connected experiences with zero context lost.

6. Build Beyond Expectations

Don't stop at support. Use IVR to power sales, schedule appointments, send updates, whatever your customers need. With AI-powered capabilities, you can go beyond the basics.

7. Build to Scale, Globally

Choose cloud APIs that grow with you. Global-ready, easy to deploy, and simple to maintain. Get technical and non-technical teams involved early to shape a solution that lasts.


Bottom line: Build What Customers Expect and More

With Twilio's APIs, AI, and integrations, you can build IVRs that are smart, scalable, and surprisingly human, delivering better experiences, lower costs, and drive real results.



Real Businesses. REAL RESULTS.

From cassettes to the cloud, no-shows to no-problem, modern IVRs are driving real impact:



ELOCAL

The go-to online directory reconnecting consumers with local businesses, launched an IVR in one week, **boosting call centre revenue by**

45%



CHOPE

Singapore's top restaurant reservation app used customer-friendly IVR to **reduce no-shows by**

50%

But it doesn't stop there.

Winning BUILDS

How KrispCall Built a Smarter IVR with Twilio

KrispCall is a modern cloud telephony platform helping businesses communicate with customers around the world. As demand grew, so did the need for an IVR solution that could scale quickly, simplify operations, and keep the customer experience clear and consistent.

Using Twilio's programmable voice and API infrastructure, KrispCall built a flexible IVR system that could adapt in real time. The team integrated features like intelligent call routing and number masking to protect customer privacy and streamline support.

Within weeks, they had a full IVR flow up and running—built entirely with Twilio APIs and customised to meet the specific needs of each client. No hardware. No professional services. Just a smarter way to deliver better service.

Today, KrispCall supports businesses in **100+ countries** and continues to grow—fast. With Twilio, they've achieved:



99.99%

uptime for reliable
global call handling



Support for

200+

local, mobile, and
toll-free number formats



Integration across

100+

countries using Twilio's
carrier-grade voice
infrastructure



**FULL
IVR**

and call routing
customisation through
Twilio's APIs

KrispCall's IVR experiences are now easy to manage, globally scalable, and fully programmable—keeping customers connected and businesses in sync.

Read the full
KrispCall story

[Learn more →](#)



Winning BUILDS

How Datacom Streamlined IVR with Twilio

Datacom, one of Australasia's largest tech services companies, supports millions of customer interactions across sectors like government, healthcare, and utilities. As demand surged and expectations rose, Datacom needed to modernise its IVR and contact centre systems—without disrupting the experience customers relied on.

With Twilio Flex and Twilio Programmable Voice, Datacom was able to build and customise IVR flows across a wide range of clients—all from one cloud-native platform. The team integrated automated routing, dynamic messaging, and real-time reporting to create a faster, more flexible customer experience.

Key results from Datacom's deployment include:

- Deployed a new IVR experience in just four weeks
- Reduced call handling times by **30%** for key clients
- Enabled **100%** remote access for agents across multiple geographies
- Gained real-time insights with a fully programmable, API-based architecture

By building with Twilio, Datacom was able to move faster, reduce pressure on agents, and deliver consistent service across industries. The result? A smarter, more responsive IVR that keeps pace with both customer needs and business growth.



Read the full Datacom story
[Learn more →](#)

Start Building Your IDEAL IVR WITH TWILIO

Modern IVRs aren't bought off the shelf, they're built. Twilio gives you the tools to create powerful, personalised voice experiences that scale with your business.

No bulky infrastructure. No slow rollouts. Just cloud APIs, intuitive tools, and everything you need to go from idea to impact, fast.

Programmable Voice

Global connectivity with speech recognition and DTMF support

Studio

Visual builder for IVRs, no coding required

TaskRouter

Intelligent routing to the right agent, right away

Virtual Agent

AI-powered voice bots that know when to escalate

Whether you need multilingual support, smart self-service, or seamless omnichannel flows—Twilio helps you build it, your way.

**READY TO BUILD
BETTER CONVERSATIONS?**

[Start for Free](#)

[Talk to Sales](#)