

IVR: Going beyond the traditional systems



How to leverage IVR technology for better self-service.



Outdated legacy IVRs may be doing many businesses more harm than good – delivering a negative experience across customer interactions, service inquiries, and transactional processes.

Twilio's flexible and scalable Personalised Conversational IVR solution supports a frictionless self-service journey and enables more productive conversations for issues that only agents can resolve.

What should a modern Conversational IVR do?

- ⚙️ **Convert customer speech into text in real time**

Transcribe text and determine customer intent.

- ⚙️ **Personalise your service**

Easily integrate custom data sources and business processes into your IVR using flexible API tools.

- ⚙️ **Automate the basics**

Leverage AI to add predictive and conversational capabilities.

How does Twilio Conversational IVR help?



Iterate as you go

With easy-to-use, agile solutions to support continuous updates and improvements.

“Twilio’s flexible cloud communications platform has enabled Marks & Spencer to experiment like a startup while executing like an enterprise.”

Chris McGrath
IT Program Manager, Marks & Spencer



Build at pace

Quickly adapt and add new features to your existing systems, so you can keep up with evolving customer needs.

“We were able to prototype a solution in just four weeks and put it to the test during our busiest retail days of the year.”

Chris McGrath
IT program manager, Marks & Spencer



Think bigger

Integrate AI-powered natural language processing systems, which can help transform dumb IVR menus into smarter solutions capable of handling customer queries across communication channels.

“With Twilio, we were able to very quickly turn on additional geographies as we grew and make those available to our customers.”

Mikkel Svane
CEO and founder, Zendesk

Virtual Masterclass

Self-serving automation

Discover how Twilio’s Conversational IVR can help deliver high-quality support, provide personalised experiences, and resolve even the most complex customer queries.



WATCH ON DEMAND

Good business through the art of listening

Intuitive, flexible, and iterable, Twilio IVR is an effective way to improve customer satisfaction, fast.

WATCH OUR DEMO

