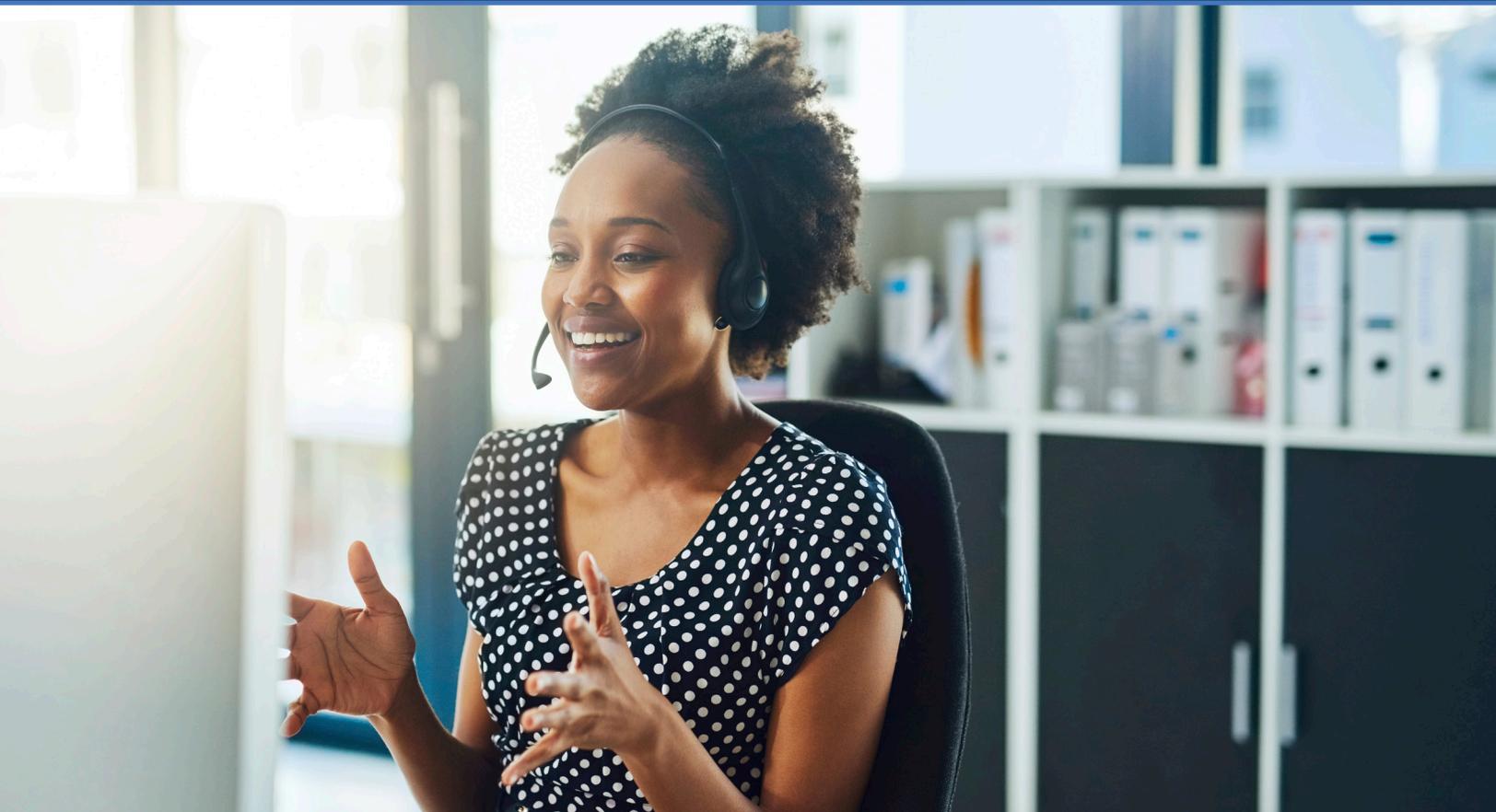# blueworx

User Experience Design
Not just a pretty interface

User Experience Design (UX) is more than a pretty interface on an application. UX is intended to design and develop

clear, efficient, user-friendly interactions between customers and companies through a variety of applications. It is more than just recording prompts for your IVR with a voice that 'sounds good' or designing a call flow that gets the customer where they need to go. An effective interaction interface is intuitive. It is efficient, saving customers time and frustration. It communicates clearly and is easy to use and understand, making the experience a customer has a positive one.

A well designed voice interface increases productivity. It sells your brand and creates an experience for your customer that is memorable. A professional UX design creates real value to the business with bottom line results.

Our goal for each UX project is to improve the quality of every interaction between the user and all areas of the company. A professional UX design process will enhance user satisfaction by improving usability, accessibility and the pleasure provided during the interaction itself.

Delivering Real Business Impacts

- Improve customer satisfaction
- Decrease opt-outs
- Create a brand experience
- Increase self-service
- Decrease call center operating costs
- Decrease error outs
- Shorten call duration
- Increase caller productivity

Businesses have benefited from user design services in significant ways. The impact to your business can vary from an increase in customer satisfaction ratings to a reduction in customers opting out of the IVR and going to a more expensive agent solution.

Depending on what your business goals are and how your IVR is performing today, we can help determine where the biggest impacts and benefits of leveraging a user design process can be.

Do you want to increase call containment to the self-service channel or simply create a better brand experience for your customers?

In order to help you determine the best path to take we offer a three phased process that is focused on creating customer excellence.

Our Experience Process

Three phases to the ultimate customer experience:

Who is the user and what are their expectations?

Expert evaluation of usage data, structure, and persona design enables our specialists to get a clear picture of overall performance. Our approach is very data-driven with real-world results.

What is the best design to address customer needs?

Design is focused on delivering recommendations for detailed call flow dialog design and usability testing.

Does this design address the customer needs?

Testing the design and dialogs are key to ensuring that the recommendations will produce real bottom line results. This includes conducting a pilot test, data monitoring and periodic reviews to ensure that the new design delivers expected performance results.

Whether you are adding speech or re-working your existing DTMF call flow to improve the customer experience, our mission is to deliver a solution that solves problems, produces positive customer interactions and is strategically designed to increase productivity and efficiency.

Learn more about UX from Blueworx. Talk to us today by calling 888.495.0005 or visit us at blueworx.com.

Blueworx is an Interactive Voice platform designed to deliver the highest level of performance, security, reliability and scalability. The enterprise-grade platform is optimized to run on Linux or IBM AIX and is compatible with all key IBM Power Systems servers. Blueworx is used by some of the largest enterprises and Telcos in the world for customer self-service, proactive notifications, intelligent call routing, voicemail, SMS applications and more. The Blueworx team consists of ex-IBM and contact center industry veterans with more than 100 years of combined expertise in software development, interactive application design, delivery and infrastructure support.