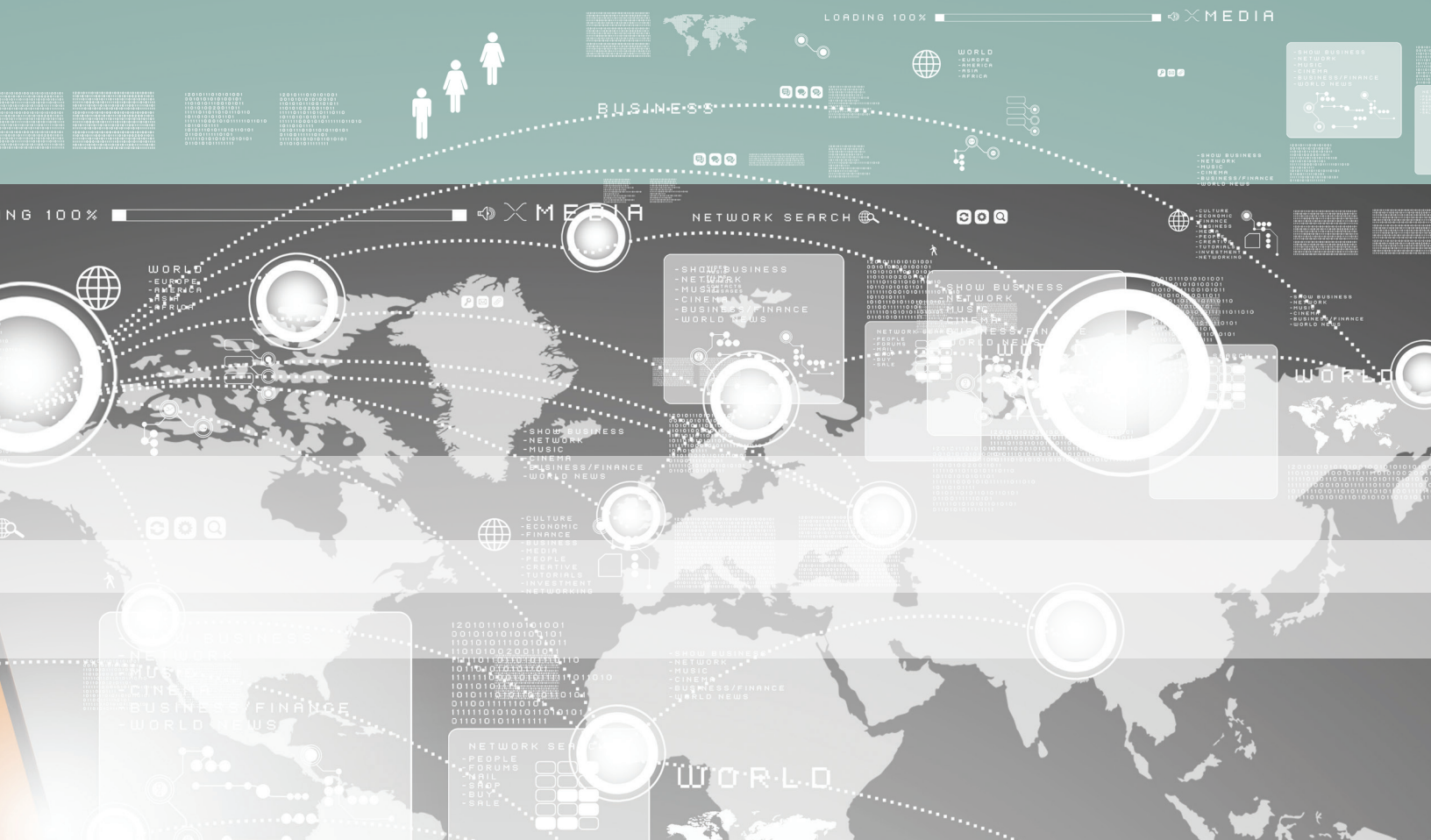


Augmented IVR



Second Life for Interactive Voice Response

 **opusresearch**





Augmented IVR



Second Life for Interactive Voice Response

The ascent of the smartphone has propelled interactive voice response (IVR) technology well beyond the roles of simple call deflection or agent avoidance. IVRs are entering a new world of choice and customer empowerment. Far from forcing its last gasp, the smartphone has breathed new life into each enterprise's IVR and voice app infrastructure, augmenting resources that bring both visual and voice resources into each customer's critical path.

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Dan Miller
Senior Analyst, Opus Research

Opus Research, Inc.
350 Brannan St., Suite 340
San Francisco, CA 94107
www.opusresearch.net

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For sales inquires: Pete Headrick, pheadrick@opusresearch.net or +1 (415) 904-7666 ext. 3

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