

Fine-Tune Your Phones

PART 2

IVR and Voicemail Abandon

Provide a Better Voicemail Experience to Increase Revenue



INSPECT

IVR should contain less than four options and take no longer than 30 seconds to reach a live dealership agent. After 30 seconds customers are more likely to hang up.



REROUTE

If you have a BDC, reroute Sales and Service calls directly to a live agent who can answer questions, as opposed to a phone tree with multiple options.



VERIFY

Make sure all voicemail boxes are set up properly and are cleaned out on a regular basis.



Call your store after hours to see how well your IVR process works. Double check your after hours call volume to see how many failed or missed calls you have from your IVR process.

Did You Know?

Customers only leave voicemails 50% of the time. To avoid losing these opportunities, consider taking messages instead of passing them to voicemail.

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