Communication • Automation • Secure Payments

Conversational IVR Guide

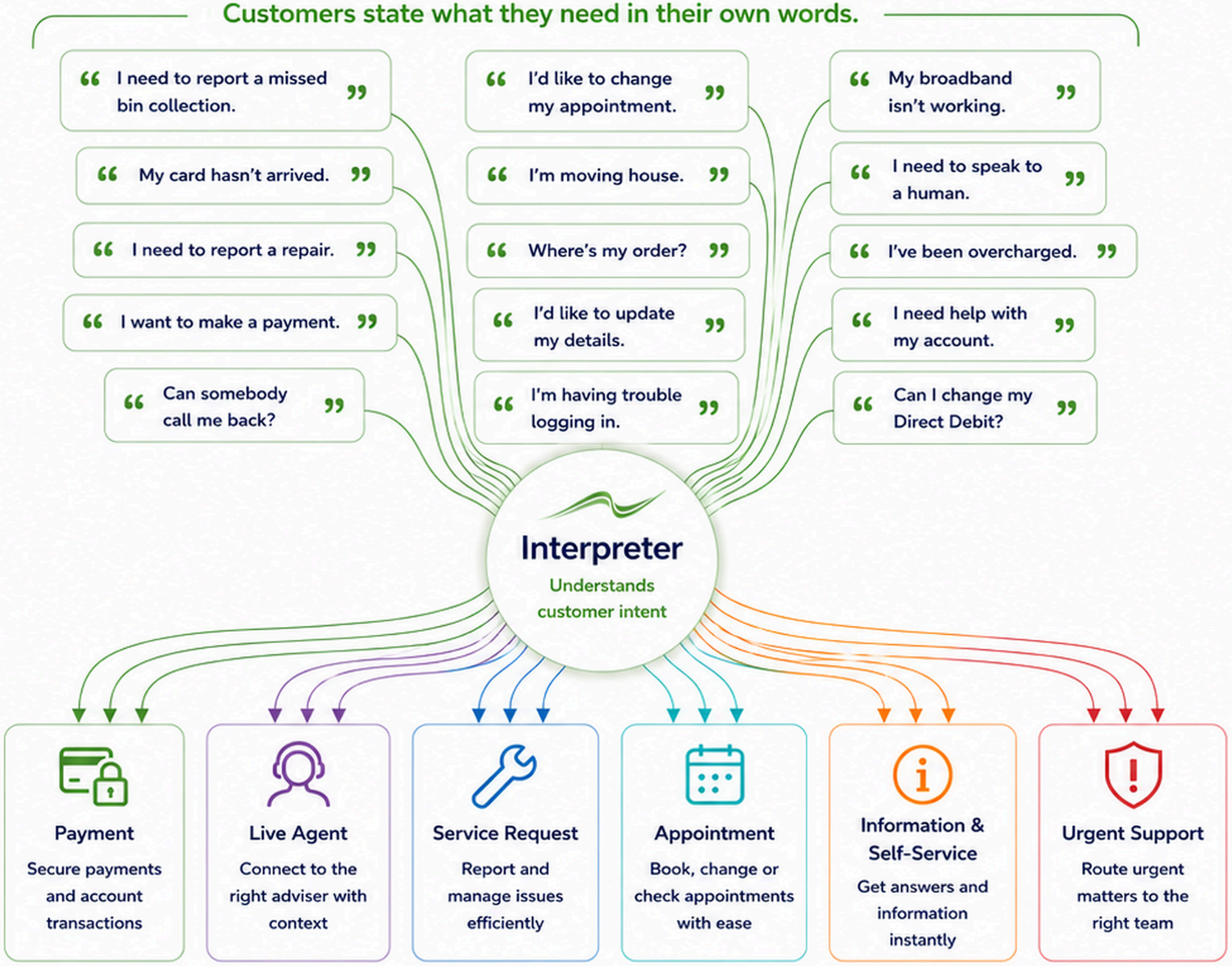
Natural conversations.
Intelligent customer journeys.

C3 Conversational IVR understands what your customers mean, not just what they say – guiding them quickly and naturally to the right outcome.

Reduce agent workload
Automate routine enquiries and free up your team.

Improve customer experience
Natural conversations create smoother, faster journeys.

Automate routine enquiries
Resolve more enquiries first time with intelligent self-service.



Trusted by Organisations. Designed for Customers. Proven every day.

Why Organisations Are Rethinking Self-Service

Customers increasingly expect to interact with organisations in the same natural way they interact with the technology they use every day. Rather than navigating menu structures or remembering keypad options, they simply want to state what they need.

Conversational IVR builds on traditional self-service by allowing callers to speak naturally. The result is a smoother customer journey, more accurate data capture, improved call routing and greater opportunities for automation.

Traditional Self-Service

Menu driven. Structured. Frustrating.

- Using your telephone keypad, please select from the following options...
- Press 1 for General Enquiries
  Press 2 for Payments
  Press 3 for Repairs
- Using your telephone keypad, please enter your invoice number.
- Using your telephone keypad, please enter the two or three digits from your postcode.
- Invalid entry. Please try again.
- Please hold while we transfer you to an adviser.

> Customers don't think in menu options.
>
> They simply state what they need.

Conversational Self-Service

Natural. Simple. Effortless.

- How can I help you today?
- I'd like to pay my council tax.
- Have you got your reference number?
- Sure, it's 817-419-144.
- ...and your postcode please.
- CB25 9PB.
- Perfect. Your balance outstanding is £284.16. When you are ready, please tell me the long number on the card you would like to use to pay with today.

What your customers expect

- I want to speak naturally.
- I expect quick answers.
- I don't want to repeat myself.
- I want to reach the right person the first time.
- I want self-service when it's quicker.

Natural conversations. Simpler journeys. Better outcomes.

How Conversational IVR Works

Every conversation follows the most natural path to the right outcome.

Conversational IVR enables customers to state what they need in their own words. The system interprets their intent, confirms their identity using the most appropriate method and completes the task - all without the need for menu navigation or unnecessary questions.

1 Understand the customer's request

IVR
How can I help you today?

Customer
I'd like to change my upcoming appointment.

Natural language request received

Journey begins

Customers simply state what they need in their own words. There's no need to navigate menus or remember keypad options - the conversation starts naturally.

2 Interpret the customer's intent

Customer says
"I'd like to change my upcoming appointment."

Intent recognised

Appointment Change

Correct journey identified

Customer identification required

The interpreter understands the customer's intent and determines the most appropriate path. Additional questions are only asked when they genuinely help progress the conversation.

3 Confirm the customer's identity

Recognised caller

Thank you for calling back, Mrs Smith. Could you confirm your postcode for me?

Identity confirmed

Retrieve appointment

Unknown caller

To confirm your identity, could you tell me your customer reference number?

...and your postcode please.

Identity confirmed

Retrieve appointment

Existing customer information can be used to simplify verification. Known callers may only need to confirm one piece of information, while new or unrecognised callers are guided through additional validation.

4 Complete the customer's request

I've found your appointment on Tuesday 12th May at 2:00pm. Would you like to keep this appointment or choose another time?

I'd like another time.

The next available appointments are Wednesday at 9:00am or Thursday at 3:00pm. Which would you prefer?

Wednesday at 9:00am please.

Perfect. Your appointment has been updated to Wednesday 13th May at 9:00am. We'll send you a confirmation by SMS shortly.

The task is completed and confirmation is sent automatically.

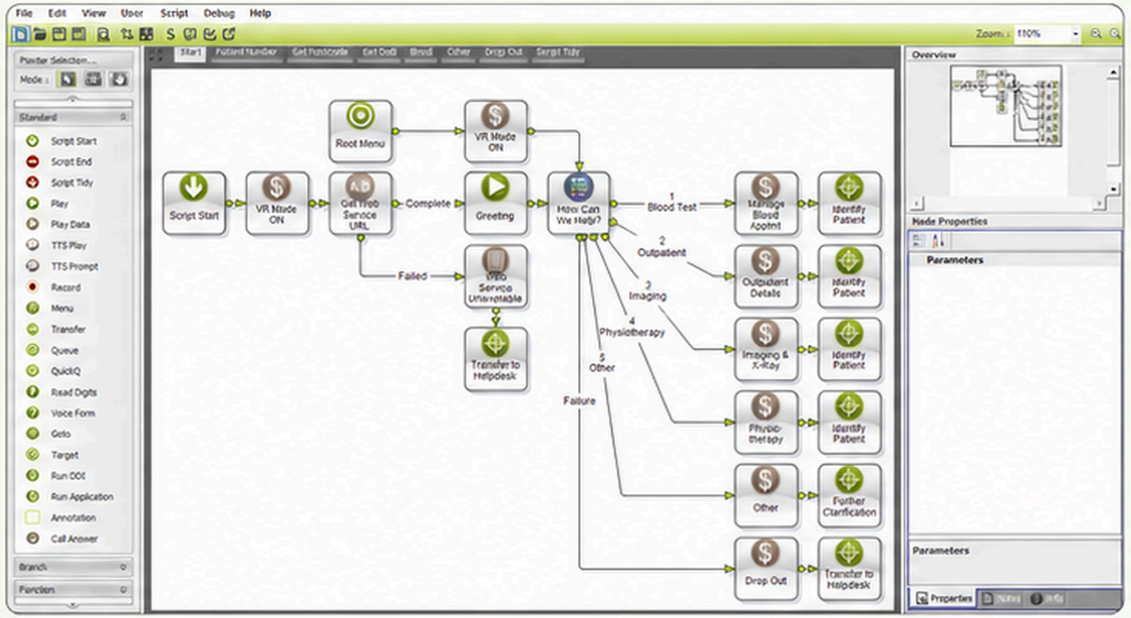
No agent required.

Built for Your Customer Journeys

Fusion IVR combines a visual no-code development environment with accurate speech recognition, flexible business logic and open standards integration. Customer journeys can be built, changed and deployed quickly, creating a platform that is powerful in operation and straightforward to own.

Visual, No-Code Development

Fusion IVR's visual development environment makes customer journeys quick to build, understand and maintain. Prompts, decisions, integrations and business rules can be assembled visually without a conventional software development cycle.



Example appointment management journey created in Fusion IVR.

1. High-Accuracy Speech Recognition

Callers can speak naturally throughout the interaction — whether stating what they need or providing information such as postcodes, customer reference numbers, account numbers or card numbers. This reduces or removes the need to take the phone away from the ear to use the keypad.

2. Flexible Journey Logic

Journeys adapt according to what the caller says, what is already known about them and the organisation's business rules. Fusion can clarify requests, apply validation and guide each caller towards the right outcome.

3. Open Standards Integration

Fusion connects to existing systems using standard HTTP GET and POST requests to web service APIs. Where direct integration is not available, C3 can create custom middleware to connect legacy or specialist systems.

4. Updates Without Interruption

Updated services and call flows can be deployed without interrupting calls already in progress. Existing calls complete normally, while the next call automatically uses the newly deployed version.

5. Easy to Evolve

Prompts, rules, integrations and complete customer journeys can be refined quickly as services and requirements change, making continuous improvement practical.

Quick to build. Simple to change. Deployed without interruption.

One Platform. Many Customer Journeys.

Conversational IVR can support a wide range of customer interactions, from simple information requests to complete self-service journeys. Some requests can be resolved automatically, while others can be progressed by identifying the caller, capturing the information required and preparing the next stage of the interaction.

1. Manage an Appointment

"I need to change my upcoming appointment."

- Identifies and verifies the customer
- Retrieves the existing appointment
- Offers available alternatives
- Updates the booking and sends confirmation by SMS

Outcome: Appointment changed without agent involvement.

2. Report a Repair or Fault

"I'd like to report a leaking tap."

- Understands the type of request
- Captures the relevant details
- Applies priority or eligibility rules
- Creates the service request and provides a reference number

Outcome: A service request is created quickly and accurately.

3. Access Account Information

"What is the balance on my account?"

- Identifies the customer
- Completes the appropriate verification
- Retrieves information from existing systems
- Reads the requested information naturally

Outcome: Routine enquiries are answered immediately.

4. Update Customer Details

"I need to change my address."

- Confirms the customer's identity
- Captures updated information by voice
- Vaildates the response
- Updates the relevant system and confirms the change

Outcome: Customer records are updated without keypad entry.

5. Check the Status of a Service or Request

"What's happening with my repair?"

- Identifies the customer or request
- Retrieves the current status
- Provides the latest available information
- Explains any next steps

Outcome: Customers receive updates without contacting an adviser.

6. Make a Secure Payment

"I'd like to pay my bill."

- Identifies the customer and relevant account
- Retrieves the outstanding balance
- Captures payment information securely
- Processes the transaction and provides confirmation

Outcome: Payment completed through a natural self-service conversation.

One flexible toolkit. Build the customer journeys your organisation needs.

From First Conversation to Live Service

Designed around your requirements. Delivered with care. Supported for the long term.

Every successful customer journey starts with a clear understanding of the organisation, its customers and the outcome it wants to achieve. C3 works closely with each customer to design, build and deploy a solution around their specific requirements, then continues to support and evolve it as those requirements evolve.



1 Listen and Understand

We begin by understanding your requirements, existing processes, customer needs and desired outcomes before recommending a solution.



2 Design the Journey

Together, we define the conversation, validation steps, business rules, integrations and outcomes required for each customer journey.



3 Build and Integrate

Call flows are rapidly created in Fusion IVR and connected to the systems and services needed to complete the interaction.



4 Test and Deploy

Each journey is tested thoroughly before deployment. Updates can be introduced without interrupting calls already in progress.



5 Support and Evolve

Once live, C3 continues to support the service, refine customer journeys and respond as requirements, services and customer expectations change.

Why Work With C3?



Tailored to Your Requirements

Small changes can make a significant difference. We adapt the solution around your organisation rather than forcing your operation into a fixed product.



Experienced and Approachable

You work directly with a knowledgeable team that understands the platform, the customer journey and the operational environment.



Responsive by Design

Fusion's agility and C3's practical approach allow services to be refined quickly as priorities change.



Support That Continues

C3 provides a business day helpdesk, together with out-of-hours emergency support for critical live service issues.



Projects end. Relationships evolve.

Talk to C3 about the customer journeys you would like to implement or improve.

Let's build better customer journeys.

Talk to C3 about the customer journeys you would like to implement or improve. We'll help you explore the possibilities, shape the right approach and turn your idea into a reliable live service.

Let's start the conversation.

Call us
+44(0)1223 427700

Email us
info@c3.co.uk

Visit us online
www.c3.co.uk

Our location
Cambridge, UK

Conversational IVR can operate independently or work alongside C3's PCI Payment and Contact Centre solutions to create connected customer journeys.



WHY C3?

We listen
We take time to understand your requirements before recommending a solution.

We deliver
Practical solutions designed around your services, customers and desired outcomes.

We support
Direct access to a knowledgeable team, with business-day helpdesk and out-of-hours emergency support.

We evolve
Customer journeys are refined as your services and requirements change.

Projects end.
Relationships evolve.

One platform. Flexible journeys. Better customer outcomes.