

ACD VS IVR

Getting to know the difference



Executive Summary

Thanks to cloud contact centre technology, ACD and IVR are paired together for maximum effect. The Automatic Contact Distributor (ACD) is responsible for leading the customer to the right team or user, but where they are directed is dependent upon the options the customer selects while interacting with the Interactive Voice Response (IVR).

Our cloud ACD and IVR services help save your contact centre time and money, with virtually no limits.

ACD

CCXP's ACD is a simple-to-use, queue-based, omnichannel routing engine to set up and deliver incoming interactions. An ACD recognises the properties of incoming calls or messages and then directs the interaction into the right menu or queue.

Skills-based routing

Tying together this information with the user's competencies, skills, language, and/or location, the ACD routing engine matches a caller's needs to the optimal location.

Custom & Expansive

While CCXP's ACD is easy to deploy, based on pre-configured templates, it is also highly extensible. Partners leverage CCXP's configuration tools, module builder, APIs, or even the built-in development environment to custom fit the needs of your contact centre customers. Your end-users are handed the keys to the solution and many convenient features to manage their business.

IVR

IVR bypasses human interaction and enables a caller to communicate with the system through simple voice commands and/or by pressing keys on their dial pad (touch-tone/DTMF). An IVR allows customers to self-navigate their call to the desired location. This may be a certain department, or a specific person, or even an automated recording.

IVRs are deployed in several scenarios beyond the scope of call navigation. They are optimally used to enable a user to directly interact bi-directionally with a database or application to send and receive data. For example, an IVR menu may prompt the caller for their account number and present actionable next steps without human intervention.