



DATA SHEET

Metaphor Velocity

Predictive, Proactive, and Personalized IVR Experiences



Metaphor Velocity tracks IVR and other customer channel interaction history to better predict why the customer is calling, including: Inbound IVR, SMS, Email, Agent Desktop, Web/Online, IVR Apps, Outbound Notifications, and Agent Chats.

Velocity data is then used in creating unique, personalized experiences based on specific task completion trends. Each channel independently generates the customer experience based on channel interaction histories obtained from Velocity.

- Velocity's open architecture can be queried and updated through web service efforts for all channel interactions.
- Available to feed USAN's Engage Decision Engine, enabling proactive "just in time" outreach to the customer and changing the business model from "First Call Resolution" to "Future Call Avoidance."

Anticipate Customer Intent

Velocity predicts customer intent by applying rules that are based on past activity, creating a personalized journey that meets the customer's needs quickly with less interaction. Based on past behavior, this may entail bypassing menus during a customer's IVR journey to quickly perform the intended task.

How It Works

