

# FedEx hosted Conversational IVR reduces agent calls.

Natural language IVR delivers a more natural and conversational self-service experience.

## Challenge

- Update the IVR experience to deliver the high-level customer experience that FedEx is known for
- Have a foundation to launch more innovative capabilities
- Bring together disparate contact center systems

## Solutions

- Natural Language Understanding (NLU) call routing
- IVR solutions guide callers as they complete tasks
- Pay-as-you-use hosted service
- End-to-end analytic tools for continuous improvement
- Consistent, branded customer experience

## Results

- Eliminated 11M live agent calls per day
- Six percent plus increase in automation
- Exceeded original goal for automation by three percent
- Achieved significant annual savings
- Delivers an intuitive and conversational service experience



“In addition to the customer experience benefits, we’ve also seen improvements in our ability to really understand our customer’s call intent and get them to the right customer service representative. This prevents customers from having to call back or being transferred from one rep to another. So, we’ve seen great benefits from this solution.”

Gina Maiden, Managing Director  
FedEx

### Business Challenge

FedEx recognized that the demands of its customers had changed and the company’s contact center no longer provided the high level experience that FedEx is known for and today’s customers expect. Their goal was to humanize the IVR, making the experience more natural and conversational. They also needed a platform that would provide a foundation to launch more innovative capabilities and to serve their customers within the IVR. The new solution would need to bring together disparate contact center systems across the U.S. and Canada to a single platform with a common interface.

### Solution

In January 2011, the company introduced a new, Natural Language Understanding (NLU) call routing and IVR solution in the U.S. and Canada, replacing their previous directed-dialog system.

A brand new design powered by Nuance Communications, the solution lets callers say in their own words the reason why they are calling. It guides callers as they complete common tasks such as scheduling a pickup, tracking a package, finding the nearest location, getting rates, and ordering supplies, all without speaking to an agent. At any point in the call, the customer can speak with a live agent by simply pressing “0” or saying “Customer Service Representative,” which transfers both the customer and the information that has already been collected.

To remain current and cost effective, the new solution was delivered using Nuance OnDemand, a pay-as-you-use hosted service. With Nuance OnDemand’s continuously improving platform and access to the newest speech and conversational technologies, the company is able to deliver a consistent, branded customer experience in both English and Canadian-French.

In addition, the company benefits from Nuance’s Continuous Improvement Process and end-to-end analytic tools that provide insights about how to improve the caller experience, optimize the performance of the IVR, reduce call transfers, and increase first call resolution. These insights, in combination with Nuance’s leading technology, have enabled the company to transform its customer experience.

### Results

With the Nuance OnDemand conversational IVR solution and continuous improvement, the company has:

- Eliminated 11,000 live agent calls per day, freeing up agent time to support more complex inquiries.
- Increased automation by more than six percent, significantly exceeding the original goal of three percent.
- Achieved significant annual savings, because more callers choose to use the self-service system instead of speaking with agents.
- Delivered an intuitive and conversational service experience that meets callers’ expectations.



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**About Nuance Communications, Inc.**

Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit [nuance.com](http://nuance.com).

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