

Rethinking IVR Systems for a Digital World

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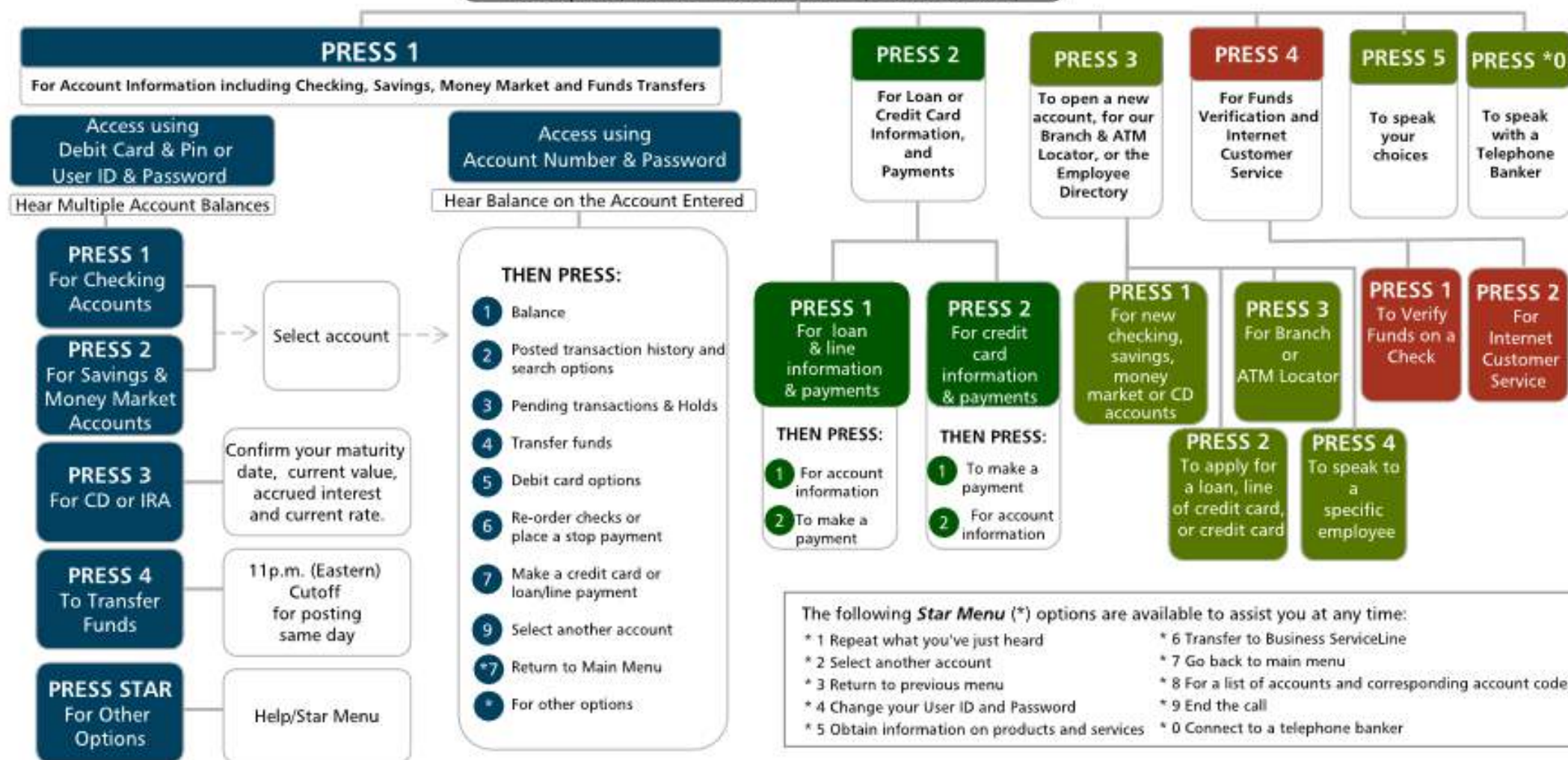


The Context

OMEED CHANDRA

Chase By Phone 1-800-935-9935

Para español, llame al 1-877-31CHASE (1-877-312-4273)

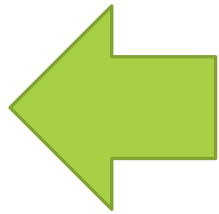


The Problem

Interactive Voice Response (IVR) systems

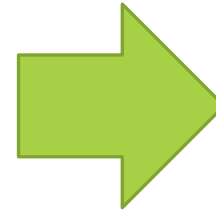
- Widely used for sales, information, and customer service.
- Slow and difficult to use.
- Hard to convey certain types of information.
- Unsupportive of the way real users work.

The Problem



Designed for this

Should be
designed for this



Our Motivations

- Narrow the social-technical gap (Ackerman).
- Strike a balance between user needs and business goals.
- Help key stakeholders achieve their goals.

Stakeholders and Their Goals

- Users who need assistance through an IVR system.
- Organizations who provide an IVR system.



Target Users

- Smartphone users with moderate technology literacy.
- Wireframes designed for iPhone.
- Focused on American users.



Conceptual Basis

ALICIA LEE

What is this a case of?



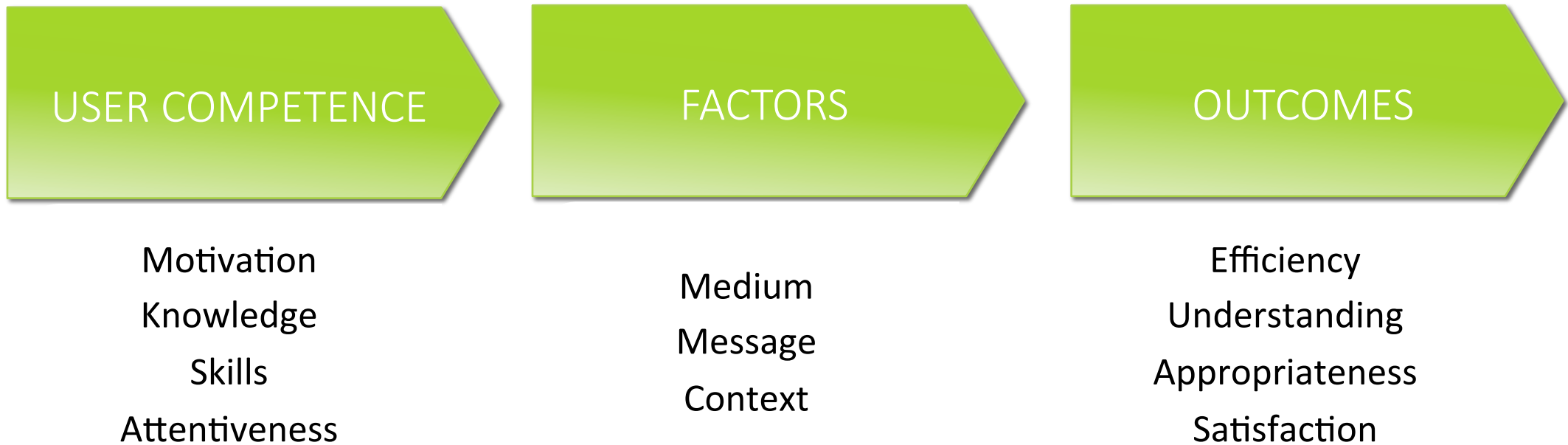
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THE
SOCIAL-
TECHNICAL
GAP



How we guided our design

Computer Mediated Communication (CMC) Competence Model



Introducing

A hand holding a white iPhone with a green screen displaying the word 'HoldUp'. The phone is held vertically, and the background is a blurred cityscape.

HoldUp

Key Ideas

- Overall improvement

Users

Faster experience
Easier navigation
Conventional

Organizations

Satisfied customers
Better live support
Higher call turnaround

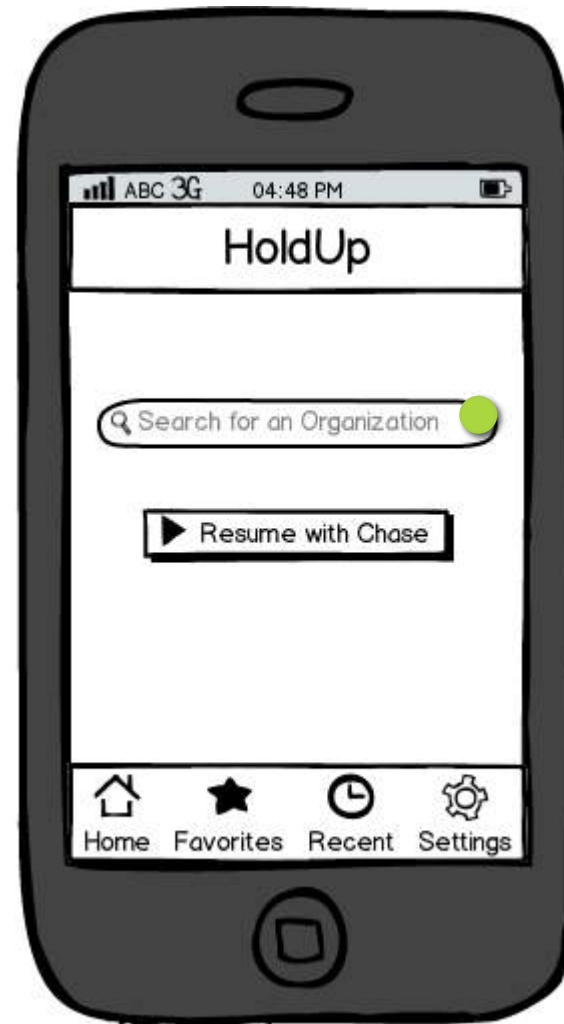
HoldUp Walkthrough

A VISUAL COMPANION TO CHASE'S IVR

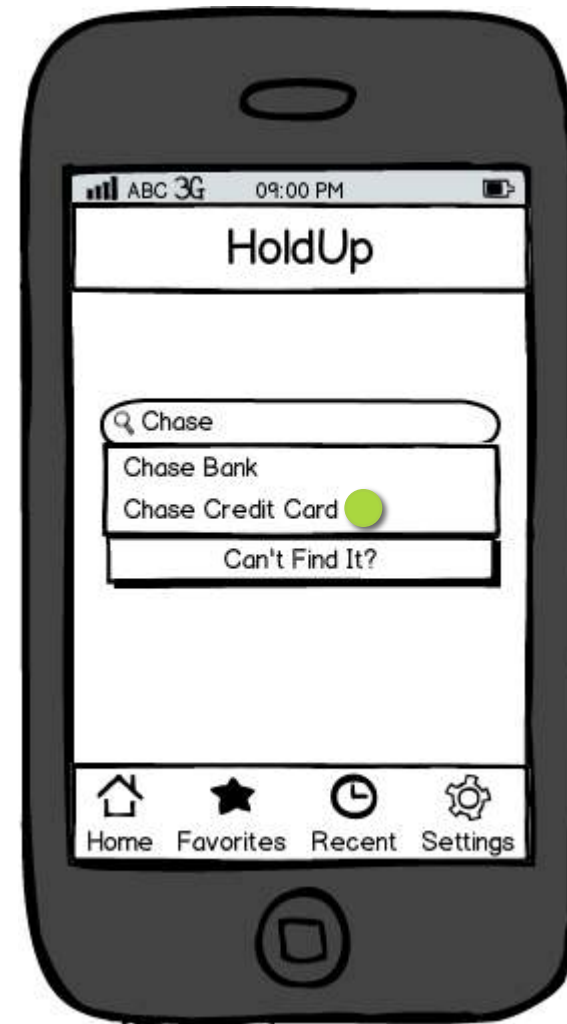


Suzy's Traveling
Notify Chase of her upcoming travels

Home



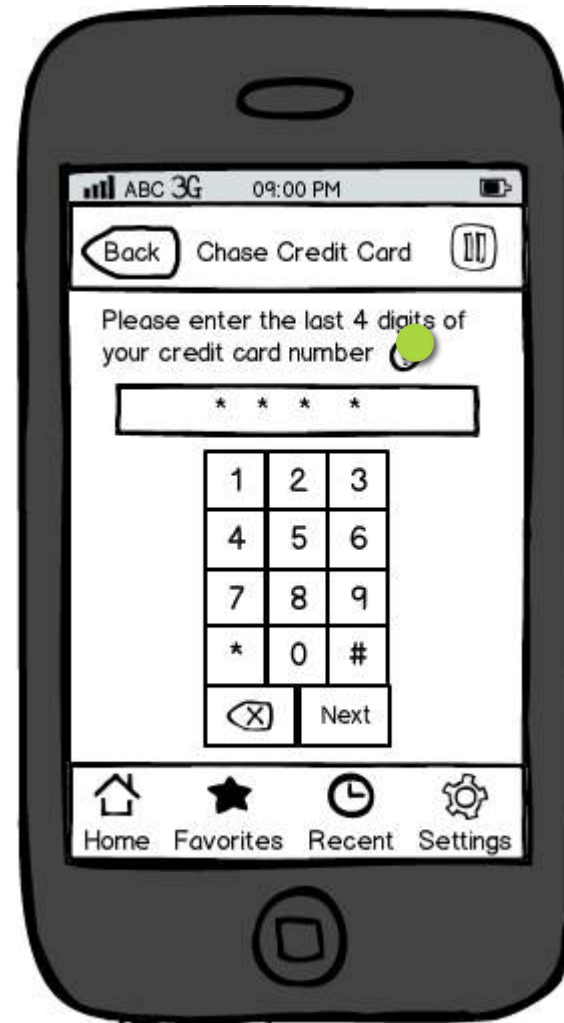
Organization Search



New or Existing
Chase
customer?



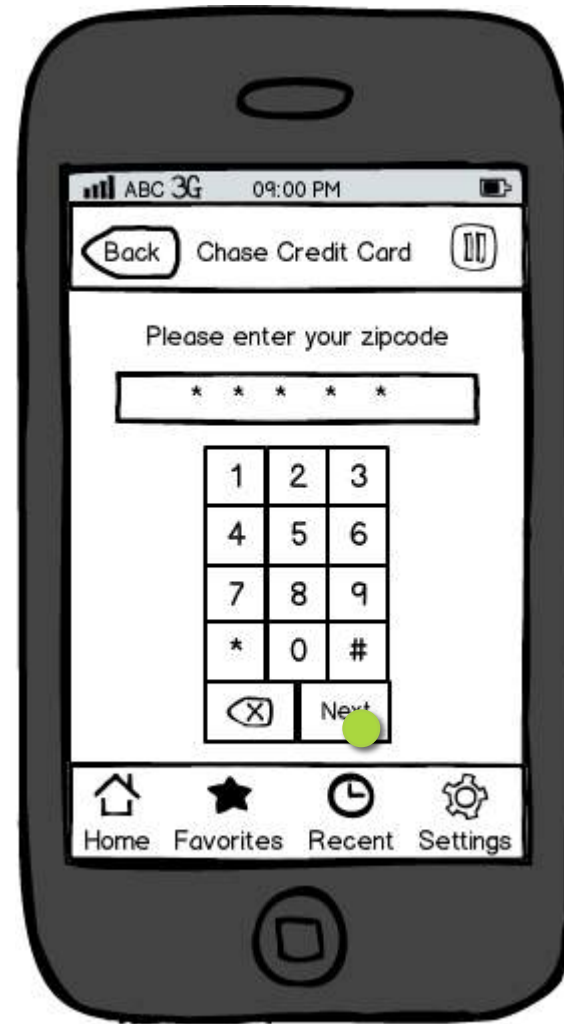
Credit Card Verification



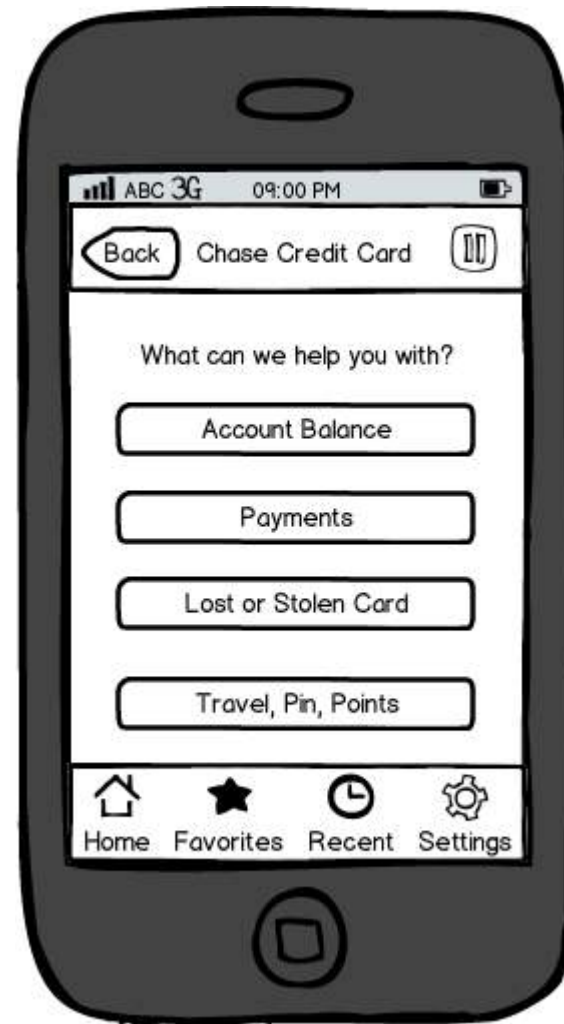
Show me how...



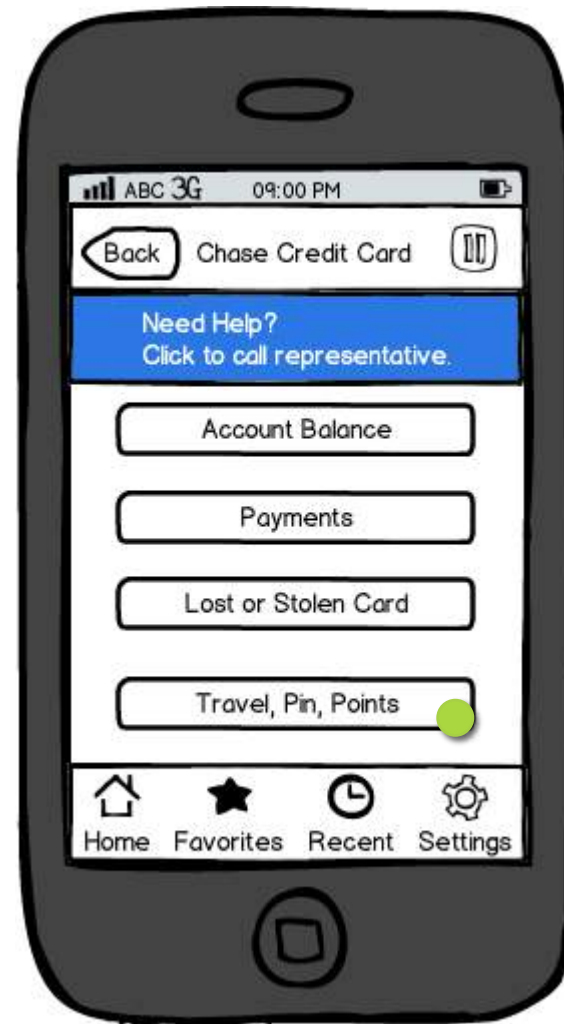
Zipcode



The Menu



Representative Help



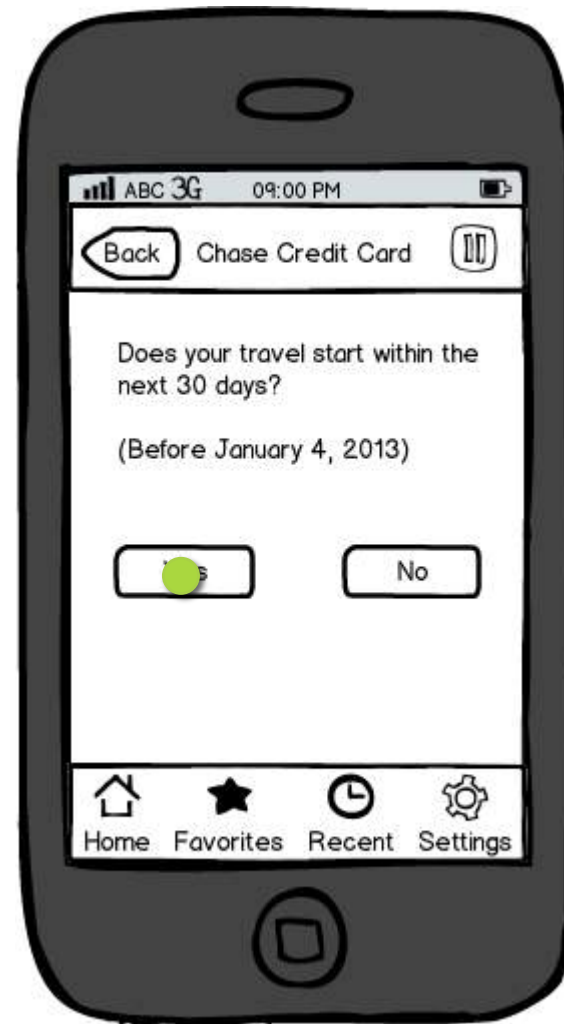
...Menu
Continued



Security Checkpoint



Date Verification



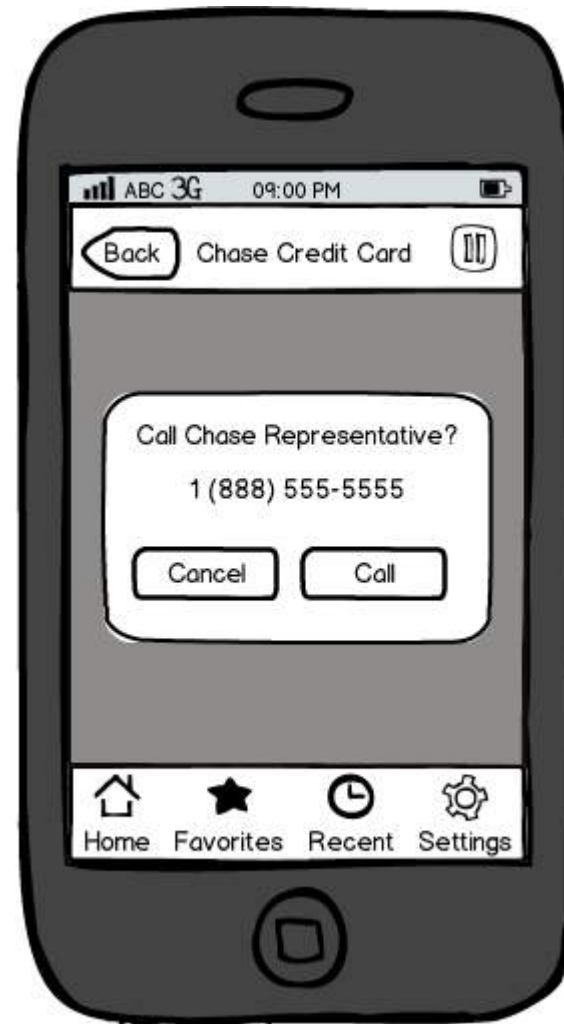
Indicating Travel Dates



More than 30
days?



Lets Call!



Thank you
