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## How IVR works



- Administrator
- Agent

Interactive voice response (IVR) is a technology that allows a computer to interact with humans through the use of voice and DTMF tones input via a keypad.

### **Related documentation:**

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## What IVR does

Use the Genesys IVR to:

- Drill down on what the customer wants to do when they call into your company.
- Ideally, resolve the issue without having to transfer the call to an agent.
- In association with GVP Reporting, have a diagnostic look at your contact center's performance by monitoring how the components perform.

### **Designer and IVR Administration**

Genesys Designer is a web-based tool for developing self-service (Interactive Voice Response, or IVR) applications and assisted service (Routing) applications that run on the Genesys platform.

IVR Administration is an application that assists your business with providing cost-effective customer interactions 24/7 for voice, video, and web-based interactions.

## How IVR works

A key part of the Genesys omnichannel customer experience platform is Designer, which allows you to create and customize applications that let you fine-tune the routing requirements according to your business needs.

Designer is the tool to create the IVR (the menus – press 1 for sales, press 2 for service). The IVR is what the caller interacts with (hearing the prompts and pressing the dual-tone multifrequency (DTMF) digits).

You author and publish the IVR from Designer. You access the specific IVR based on DID groups and IVR Profiles (which are configured as part of IVR Administration).

Genesys IVR offerings:

- Enterprise IVR (Genesys hosted and managed)
- GVP PaaS (platform-as-a-service) (Customer hosted and managed)

### **User roles**

PaaS IVR Administrator - This role is responsible for managing PaaS Users, IVR applications, DID groups, and its associated reports for the Production environment.

PaaS IVR Reporting - This role has access to all tenant reports (using the GAX Reporting Server) for the Production environment.

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## Enterprise IVR



**Players:** Genesys Professional Services Team and customer

**Actions:** The customer and Genesys work closely together to implement a specific pre-defined use-case, or, create and test a suitable custom IVR call-flow.

Enterprise IVR

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## GVP PaaS



**Players:** Genesys administrator and customer

**Actions:** The call-flow is installed on the customer premises and the incoming telco connection is terminated at the computer (GVP) in the Genesys Cloud CX.

Customer manages the IVR application and back-end data integration by themselves.

Customer manages Direct-Inward-Dial (DID) groups and the mapping of those DID groups to the appropriate IVR application.

Customer can review reports relating to their IVR application using the GVP Reporting interface.

Genesys manages the infrastructure responsible to operate the IVR (processing the VXML, connecting to ASR and TTS resources, telco termination into GVP, scaling GVP to accommodate variable load and bursting).

Genesys Professional Services can be engaged to assist with implementation and/or to integrate the

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IVR with Genesys hosted Cloud agents.  
GVP PaaS

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