

# The Future of Hosted IVR and Speech Self-service Solutions in North America

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## Abstracts

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Unlike their on-premise counterparts, hosted interactive voice response (IVR) platforms are not commodities within the self-service stack. Providers differentiate on quality of platform and service, but the true value of a hosted IVR self-service solution exists at the application level. However, the way in which consumers interact with enterprises has changed drastically with the advent of smartphones and other personal computing devices with network connectivity. Both enterprises and vendors must create self-service strategies that are effective today, but also prepare for a future in which the voice channel will only be one part of a comprehensive self-service solution.

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Executive summary

In a nutshell

Ovum view

Market trends

On-premise IVR platforms are a commodity; IVR as a service is not

Price

Quality of service/continuous improvement

Reliability/scalability

After a drop-off, enterprises are investing in hosted IVR platforms

The value of the solution remains with the application

The hosted IVR market continues to consolidate with an emphasis on flexibility and multichannel capabilities

Migrating from telephony to hosted customer communications

Enterprise investment in hosted speech is currently flat, but will grow

Less focused on accuracy, more focused on context

Current market drivers

Cost savings are the primary reason to go hosted

Enterprise focus on customer retention

Businesses re-evaluate traditional deployment models as legacy technologies reach end-of-life

Non-traditional verticals such as health insurance face new challenges that drive investment

Structuring unstructured data

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Definitions

Hosted IVR

TDM “traditional” platforms

TDM-IP “hybrid” platforms

Native IP platforms

Applications

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