

# Intelligent automation: the rise of personalized IVR in customer self-service

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## Abstracts

Since 2008 there has been an upturn in the adoption of personalized interactive voice response (IVR)-related services and solutions. Nonetheless, many enterprises that could reap benefits from personalized IVR haven't deployed it. A large part of the problem is definitional: many enterprises simply don't know what IVR is. This paper outlines the products and services that typically constitute personalized IVR, presents the business benefits of deploying such a solution, and offers some case studies in a range of verticals that underscore its advantages.

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