

# 5

# POINTS TO CONSIDER

Before recording your  
own IVR messages



IVR RECORDINGS  
**iNarrator**

## **We get a lot of ‘how hard can it be to record our own messages...?’**

Well, in truth, not only can it be hard in the sense of getting the right intonations and personality in your recordings, but it can also be hard on your company’s purse strings. Recording IVR messages in-house may seem like a good idea or a cheaper option, but like most things in life, if it sounds too good to be true, then it probably is!

You, or one of your valued employees, could have the best personality in the world, a first class drama degree, or just simply like the sound of their own voice, but we often find that once faced with the prospect of a professional recording studio , they don’t quite have what it takes to give your company the sound you’re looking for.

If you want to go down the route of using an employee to record your IVR messages here are five points to consider first.



# **5** Points to consider before recording your own IVR Messages

- 1** Having a 'nice voice' is not enough; you have to know how to use it!
- 2** How will the recording sound?
- 3** How long will the recording process take and what's the real cost?
- 4** How often do you need updates?
- 5** What happens if the employee leaves the company?



**How much business  
are you losing each day  
due to a poor customer  
experience over the phone?**

# #1

## Having a 'nice voice' is not enough; you have to know how to use it!

Professional voiceovers spend years honing their skill to enable them to know where inflections should be used in a script, while still sounding natural so the finished recording doesn't sound forced. Unless the employee you're considering using has this level of experience then the finished audio will not engage callers in the most positive way, so the finished messages are highly unlikely to be the same quality as using a professional voiceover.



# #2

## How will the recording sound?

If you're going to use an employee to record your IVR prompts, where, when and how will you do the recording? You could set up in a corner of the office or the boardroom but how much background noise is in there? How long will it take to record every single prompt into the system then check back over to ensure what has been recorded matches the script and is correct? When will you find the time to record? Wouldn't you and your employee be more productive doing your normal job, because it's likely to take a while to record even the shortest of scripts, which brings us on to...



# #3

## How long will the recording process take and what's the real cost?

This fact is often overlooked. A professional voiceover will record an IVR script far quicker than an inexperienced wannabe! This means your employee could take all day to record a 500 word script correctly. This is compounded if you're using a professional recording studio, as you'll be paying an hourly rate for studio hire. The longer it takes to get the script 'in the can' the longer the editing process will take, removing all the false starts - or worse, piecing together the best bits of several different takes.

This wastes precious studio time and costs money! So much so that the dramatic increase in studio hire costs, can often outweigh the cost of hiring a professional voiceover artist in the first place.

Of course you can record at your premises but the quality will be nowhere near as good as a professional studio.



# #4

## How often do you need updates?

Our professional voiceovers are in the studio most days so when a new IVR prompt needs recording we can usually turn it around in 24 - 48 hours.

If your employee records the initial batch of prompts at a professional studio then travelling back to the studio, to record just one or two new messages, wastes their time and your money, and increases lead times.



# #5

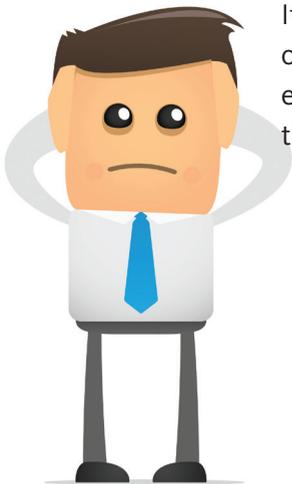
## What happens if the employee leaves the company?

At best they're unlikely to be willing or able to record new IVR prompts when needed.

At worst they may ask for all the IVR recordings to be completely removed from the system, especially if they are moving on to a competitor.

This then creates a dilemma for you – to re-record or not to re-record? If you decide to take the plunge and re-record your entire set of messages, the aforementioned processes and stumbling blocks once more rear their ugly heads, and you will probably be left wishing you'd just bitten the bullet and recorded with a professional voiceover in the first place!

It's also worth noting that voiceover work is probably outside the scope of an employee's contract of employment so they may look for remuneration for their additional work.



# The Benefits of Professionally Recorded IVR Prompts

In business, image is everything nowadays, and professionally recorded IVR messages can enhance your brand. After your website, the phone is usually the first point of contact with customers so it pays to make the right first impression. What impression is your IVR system giving callers?

## **Experienced Voices**

We hand pick only the best voice talent based on their ability, the voice artists we work with have years of experience and are able to deliver consistent sounding IVR prompts. Callers can instantly spot a professional voiceover which creates the right first impression for your company.

## **Consistent Sound**

Our voiceovers are very good at matching their delivery style to your brand values, are able to bring your IVR script to life and create the right mood for your telephone system. When you come to record updates in the future your chosen voiceover will be able to match the new and old messages perfectly - your callers will never be able to tell the difference.

## **High Quality Audio**

Having your IVR messages recorded in a fully soundproofed voice booth with a microphone worth over £1,000 ensures high quality sound, without distracting background noise. You might think that it's not worth going to all that effort when the finished recordings will be used on the phone but if you start with a recording that has background noise and is unclear, this will be magnified when listening back to it on the phone.

## **Professional Editing**

If you record your own IVR messages it's usually done straight into the telephone system which means you have no editing control. What you record is what you get; there's no chance to edit out breaths, pops, clicks and background noise, all of which are distracting for callers and don't create the right impression. Audio editing requires a tuned ear and technical skills to provide a polished batch of IVR prompts, which all match perfectly.

# The IVR prompt recording process

Having provided thousands of IVR messages to a wide range of companies across the UK and beyond we offer a complete service from script advice to voice recording, audio editing and file encoding. All audio is custom recorded by your chosen voiceover.

Our standard turnaround time is 5 working days with the option to upgrade to express 2 working day and same day delivery.

Here's an outline of the recording process...

## **Stage 1** **Formal Quotation and Demo Recording**

We discuss your project and timescales to work out how many messages you're likely to need. Based on this we can give you a quotation to write your IVR script, record, edit and supply the IVR prompts you need. At this stage we can either provide a range of suitable voiceovers or record a bespoke demo.

## **Stage 2**

### **Record Voiceover, Edit & Master Files**

After final approval of your script, we will record with your chosen voice, edit and then master each IVR prompt. We can also filter and process each file for the clearest possible sound when used on your telephone IVR system.

## **Stage 3**

### **Audio Supply**

Once you're ready to load the audio on to your IVR system we can encode the IVR prompts as required. Finished IVR files are uploaded to our client area so you can log in and download.

Finished audio is usually supplied within 5 working days of script approval.

We also offer an Express 2 working day and Same Day service if your recordings are urgent. To discuss your project call us on 0161 850 3033.

# What Makes a Good IVR Script?

Your callers want to speak to a human being as quickly as possible so writing lengthy IVR prompts will cause frustration. Each prompt should be as short as possible whilst still giving the caller all the relevant information. Also try to reduce the number of options if possible to keep the caller moving through the system.

The script needs to be congruent with your brand. This is all down to the use of language. Corporate companies such as insurance firms, banks and legal practices should most probably adopt a formal approach to instill confidence and reassure callers. Companies in creative industries might opt for a more informal style to match their brand.

You might think once a caller has been guided to a department that's the end of the script but what happens if the caller has to wait to speak to an agent and enters the call queue? At the very least you should have a music track that matches your brand to keep callers engaged and ideally you should have music and voice messages to give out relevant information.

Taking the time to map out each call flow and message will have a positive impact on your callers experience.

# About iNarrator

**W**hen it comes to branding most people think this is how a company looks, the logo, the marketing material, the website it's all visual media, very few businesses think about how they sound.

Audio branding gives your company a consistent sound, this can be a specific voice, music track, audio logo even a mix of the three.

We're here to help you find a voice for your company and craft your audio brand.

Our team is made up of creative writers, marketers and audio engineers with years of experience in the audio production, radio and marketing industries so we know how to get people to respond to audio.

Above all we love what we do... writing great scripts and producing high quality audio.

If you'd like to find your company's voice, give us a call on 0161 850 3033.



**iNarrator** IVR RECORDINGS

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