

Intent-Based Routing Built for Enterprise Contact Centers

Your IVR is often the first voice your customers hear.

If that experience is slow, confusing or misroutes the call, everything that follows becomes harder.

Customers wait longer. Agents start behind. Costs climb. And satisfaction drops. When the first interaction fails, it sets the tone for the entire experience.

The Operational Reality

Most contact centers are operating inside complex legacy environments built over years of incremental change. IVR platforms are layered onto older routing logic. CRM, billing and CCaaS systems are not always fully connected. Data lives in silos. Updates require coordination across teams. Within that reality, many organizations are still working with:

- Rigid touch-tone trees built years ago
- Basic speech layered onto legacy logic
- API tools that require internal teams to build and maintain flow
- Systems that do not share context in real time



Today



3 in 5

customers report frustration with
traditional menu-based IVRs



70%+

of new IVR deployments now include
natural language capabilities

If the first voice interaction isn't effortless,
trust erodes before a live agent even enters
the conversation.

The impact shows up quickly.

- Misroutes increase when systems cannot communicate
- First-call resolution drops when intent data is incomplete
- Agents swivel between screens
- Routing updates become manual and slow
- Customization is limited by templates or integration gaps

Customer expectations have risen. Menu trees and basic templates are no longer enough but replacing them requires a solution built to work within enterprise complexity, not ignore it.

What Better Looks Like

A modern voice IVR should feel less like a gatekeeper and more like a guide.

When a caller speaks naturally, intent is identified immediately and combined with CRM, billing and interaction history to determine the right path forward. Instead of navigating departments, customers are guided directly to resolution — whether through self-service or the correct skill group.

Most importantly, context travels with the call. It ensures that when an agent answers, they already understand why the customer is calling. Agents spend less time collecting information and more time resolving issues. Routing remains stable under peak volume, and updates do not require heavy development cycles.

That single shift transforms the experience for both customers and agents.

The Shift From Options to Intent

Tell me how
I can help you



**Modern IVR starts with intent,
not options.**

Instead of:

“Press 1 for billing. Press 2 for support.”

Customers hear:

“Tell me how I can help you.”



I'm buying a new
vehicle and need
to know how to
add it to my policy

Using natural language understanding and contextual data, the system:

1. Identifies intent immediately
2. Uses caller profile and recent interaction history
3. Predicts likely reason for call
4. Routes to the right resolution path on the first attempt (for example: a secure SMS link for digital completion, or prioritized routing based on urgency)

Why CSG for High-Volume Contact Centers?

CSG is built for enterprise contact centers that cannot afford routing errors or performance instability.



Enterprise-Grade Scalability

Our infrastructure is designed to handle high call volumes with **performance standards exceeding 99.99% uptime and industry leading intent accuracy upwards of 98%**. Where others experience latency or quality degradation under load, **CSG maintains stability and audio clarity at scale**.



Deep, Pre-built Integrations

Integration is equally critical. **CSG connects directly with CCaaS, CRM, ERP and billing platforms**, allowing real-time data exchange and seamless workflow automation. **Caller context moves with the interaction**, eliminating repeated authentication and reducing agent swivel-chair behavior.



Robust Customizations

Customization goes beyond templates. CSG supports granular call flow design, multi-intent handling and predictive prompts tailored to each organization's operational model. You are not constrained by pre-designed routing paths.



Expertise and Partnership

Unlike API-only vendors that require internal teams to build and manage everything, CSG offers a fully managed service. We handle design, linguistic tuning, implementation, performance monitoring and ongoing optimization. Our voice specialists continuously analyze and refine the experience long after go-live.

This is not just an IVR platform. It is a managed voice strategy.

Why Trust Us?

CSG brings over 40 years of experience executing mission-critical customer engagement at scale.

Proven Impact at Enterprise Scale



43%

Reduction in calls
to live agents



34%

Reduction in
agent transfers



98%

Intent accuracy



46

Languages
supported

“

CSG's IVR has meaningfully elevated both
our customer and agent experience.

”

Senior Director, Contact Center Technology,
Global Tech Company

**Let's make your first interaction
your strongest one**

Schedule a conversation with CSG to explore intent-led
voice routing built for enterprise scale.

 **Xponent**

[Learn More](#)