

York Region Accessibility Advisory Committee (YRAAC)

Interactive Voice Response (IVR) Redesign Project

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February 24, 2021



Purpose

1. Provide an overview of the Interactive Voice Response (IVR) Redesign project
2. Communicate how YRAAC members will be engaged
3. Request volunteers to participate in a working group to provide feedback to the project team

Background



What is Interactive Voice Response (IVR)?

- The York Region Transit (YRT) IVR is an automated system, providing callers access to information using menu options
- IVR is the first point of contact for inbound calls
- Conventional and Mobility On-Request transit services each have their own separate IVR telephone numbers
- Callers can access information on:
 - Schedules, fares, detours, route and travel planning for Conventional services
 - Trip booking, cancellations and registration for Mobility On-Request services



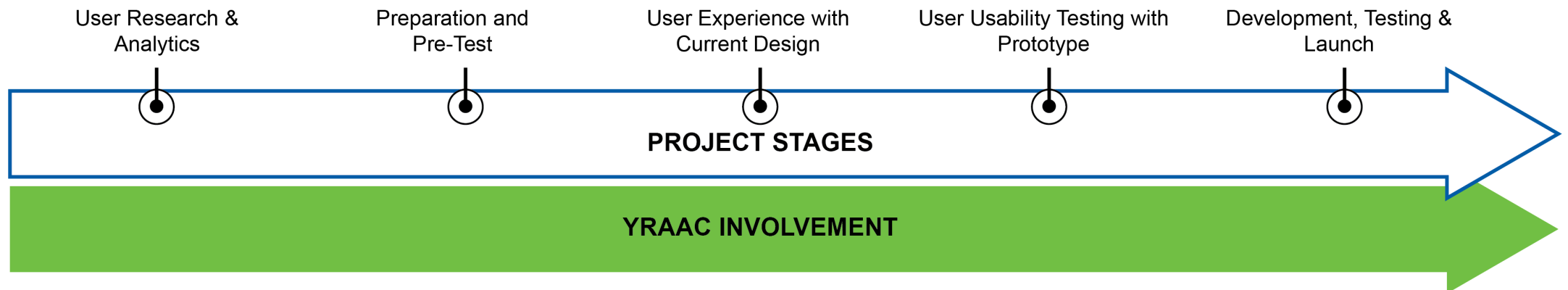
IVR Redesign Project Objectives

Look into:

1. **Consolidating** the Conventional and Mobility On-Request call centre telephone numbers, to allow YRT travelers to access self-serve options through a single telephone number to improve the customer experience
2. **Simplifying** IVR navigation and remove menu options that are ineffective and underused to enhance the YRT user experience

YRAAC Consultation

- A key project objective is consultation with the YRAAC
- Invite YRAAC members to participate on the project team as subject matter experts and provide feedback throughout the duration of the project
- YRAAC will be updated on solution recommendations by year end



Summary and Next Steps

- Request two to four volunteers from the YRAAC to participate in a working group to provide feedback during the various stages of the IVR Redesign project
- The Inclusion and Accessibility Unit will be reaching out to members for this purpose after the meeting via email
- You can also email AODA@york.ca directly. Please do so by March 19, 2021

Questions?

