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In the era of throat cut competition, no company dare to ignore its customers. Every company wants to know the likes and dislikes about the quality of its products and services. The technology is gaining much importance so the ways of survey are also becoming modern and fast.

Although there are many methods by which the company can get the survey done but the most important is IVR survey. The full meaning of IVR is â€˜interactive voice response.â€™

Naturally the voice response tells itself that that survey is conducted through voice and the response thereafter of customer is counted. The IVR survey has many similarities with the phone survey. Both of them conducted over phone. So this is not face to face or paper option filling survey. But there is little difference between the phone survey and IVR survey that is the in phone survey the peopleâ€™s views are known through live interviews while in IVR survey this is done by pre recorded script.

Every one has to call to call center sometimes. Then you are guided by computerized voice which gives you option to tell the quality of service that you are going to receive. After the call is over, you are asked about your satisfaction regarding the quality of service. By this way the companies know the views of their customers and naturally this creates good relations between company and customers.

The IVR survey is better in many forms in comparison with other methods of surveys like phone survey and SMS survey. Without having qualitatively feedback, no survey can get its purpose. You can have fastest feedback from customers through IVR surveys. You can start receiving feedback as soon as the call to customer care is over. In this survey there are high chances that you get unbiased and impartial feedback from the customer. The reason is that customer talks to computerized machine so he doesnâ€™t feel nervous or surrounded by any other emotions.

As far as the question of cost factor is concerned, then it is one time investment. After that the cost is in reach of almost every company.

There are many telephone survey companies which provide the service of IVR survey. Before choosing the company you musk checks the quality of the voice of pre recorded script. Some companies also provide the facility of free trial. Then you can choose it so that you may know the quality of the service.

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