Cabinet for Health and Family Services (CHFS) Standards:

Category: 7000 Access Domain

7430 Interactive Voice Response (IVR) Services

Definition:
As per COT #7430:

Interactive voice response (IVR) is a technology that allows a computer to interact with humans through the use of voice and DTMF tones input via keypad.

Rationale:
As per COT #7430:

> *IVR devices are critical components of the Commonwealth's e-government framework, whose goal is to provide information and conduct business transactions on a twenty-four hours a day, seven days a week basis. Agencies are using both internal and outsourced IVR systems to promote customer self-service and to accept payments. As IVR devices are acquired, there needs to be a guiding standard so that a common "look and feel" is presented to the public and state employees. Even though most of these systems are implemented through an outsourcing arrangement, it is important that they be installed in a standard configuration interface. Many of the systems, while simple in concept, can become very complicated to implement, especially when used in conjunction with other systems. Poorly implemented IVR devices can unfortunately create fear, anxiety and doubt for users. This standard is intended to highlight some of the appropriate ways to set these systems up so that the user experience is positive.*

Approved Standards:
As per COT #7430:

> *All implementation and usage of IVR systems must adhere to the following, minimum acceptable standard. This standard represents acceptable usage and should not adversely affect technology costs.*
>
> *Adherence to this standard is expected regardless of specific products installed.*
>
> *• Equipment currently in place can continue to be used and maintained as long as it continues to be compatible with the switch platform. When it has reached the end of its useful life and the cost of repair or upgrade exceeds its value, replacement should be considered.*
> *• Adherence to all accessibility and ADA requirements will be required for the use of special devices such as the TTY/TDD.*
> *• If required, IVR systems must be programmed to interface with appropriate relational database management software product standards defined in KITS.*
>
> *Configuration and consulting assistance must be obtained from COT's Division of Communication Services, Network Engineering Branch, for these systems.*
>
> *See the suggested "Best Practice" document at*
> https://cgp.ky.gov/sites/COTPUBDOCS/Standards/IVR_BestPractice.pdf

CHFS/Office of Information Technology Standards

COT Product List (for our reference as we review and update) as of 2/16/2021:
As per COT #7430:

> *There are two vendors approved to provide outsourced IVR consulting, applications development, integration, implementation and operational support services. These are:*

- Anexsys
- GovConnect
- CHFS engages Conduent to provide Contact Center as a Service (CCaaS) technology platform with following products to support contact center operations
    - ➢ Telephony including IVR & ACD : ~~&~~ Genesys Cloud
    - ➢ Customer Relationship Manager (CRM) : Oracle Service Cloud RightNow
    - ➢ Workforce Management : NICE-IEX
  - ➢ Real Time Reporting : Genesys Pure Insights

Approved Product(s):
As per COT #7430:

Exceptions:
Any exceptions to this standard must follow the procedures established in CHFS IT Policy #070.203.

Review Cycle:
Annually

Timeline:
Last reviewed: 06/30/2025
Next review: 06/01/2026

Cross Reference
- COT Standard #7430 – Interactive Voice Response (IVR) Services

Link to all COT Software Domain Standards:
KITS_Report.pdf (ky.gov)

Link to all CHFS IT Standards:
CHFS IT Standards - Cabinet for Health and Family Services (ky.gov)

Link to all CHFS IT Policies:
CHFS IT Policies - Cabinet for Health and Family Services (ky.gov)