



PRIMAS

FreedomQ™

Automated Call Back Convenience for Your Customers

One of the top three customer complaints about contact centers is being kept on hold. FreedomQ eliminates this issue by giving your customers the option of a future call back without waiting in queue and more importantly losing their position in queue.

Primas FreedomQ is an automated, strategic call back technology for contact centers that maintains customer satisfaction during high call volume periods that create long wait times for your customers. By offering your customer the choice of receiving a call when an agent is free or during a specific pre-set time later in the day, FreedomQ automatically begins to respond to high call volumes based on several options like average wait time and number of people in queue.

- ▶ **Automated call back technology**
- ▶ **No long wait times**
- ▶ **Future call back**
- ▶ **Improve customer satisfaction and loyalty**
- ▶ **Reduce number of repeat callers**
- ▶ **Manage call bursts**
- ▶ **Lower abandon rate**
- ▶ **Decrease costs**
- ▶ **Improve First Call Resolution rates**

FreedomQ Benefits

Implementing FreedomQ has many benefits for your customers and your contact center.

- ▶ Reduces costs by ensuring agents are able to work more efficiently
- ▶ Generates good customer service, customer retention and loyalty
- ▶ Reduces the number of repeat callers
- ▶ Reduces idle time and increases agent productivity
- ▶ Ensures calls are more evenly spread out resulting in more answered calls
- ▶ Automated - outbound calls are made by FreedomQ (IVR), not the agents
- ▶ Reduces abandoned calls - callers make a positive decision to accept a call back
- ▶ Increases overall first call resolution rates



FreedomQ provides better customer experience, decreases costs and improves call center efficiency. By smoothing out call rates, it ensures that managers don't have to fund additional staff purely to cover a one-hour peak. An added benefit during traditionally quiet call times is that agents can use the free time efficiently by ringing back customers. FreedomQ protects contact centers from call surges by putting a system in place to insure against unexpected bursts of traffic.

Good customer service may be the only differentiator in a crowded competitive world. Call back technology has been proven to boost customer service and satisfaction levels. In a recent survey 97% of customers questioned stated that they would use a call back service again. This level of satisfaction is testament to the empowerment customers feel using call back technology. They no longer have to wait in a queue wondering if they were forgotten, but can choose to have the contact center pro-actively contact them at a later time.

Agents also benefit from FreedomQ as well, (93% of agents said this functionality made their job easier); the calls that they deal with will be less stressful, and your customers will enjoy a more positive experience when talking to your agents.

IVR Self-Service Messaging

FreedomQ works with your IVR application. Creating the correct message and wording is essential to promote the use of the call back technology to meet customer expectations and acceptance of the system. At a minimum the IVR messaging must identify several issues to the calling customer.

- ▶ Contact center is currently busy and that callers will have to wait to speak to an agent (this can be followed by the option of a call back)
- ▶ Holding the caller's place in queue, the message should say they will receive a call back when their call reaches the front of the queue with an expectation of when that will happen
- ▶ For a call back later in the day, the message should give the timeframe they should expect a call back in (for example, within 20 minutes)

FreedomQ can make a quick impact especially if your contact center experiences call volumes that exceed the manageable level. Primas consultants can review and ensure that FreedomQ call back technology is tailored to fit your business and customer requirements.

About Primas

Primas is a leading contact center solutions and professional services company designing and implementing multi-platform data integrations and solutions for over 15 years. Our expertise leverages and enhances legacy infrastructure and assists with cost effective, new and migratory planning focusing on CTI, IVR and speech application development and implementation.



- ▶ **Immediate IVR containment rates and performance stats**
- ▶ **Live statistics for average call length per DNIS**
- ▶ **Configurable**