

# Call-Backs for the Contact Center

## Why Replace Hold Time With a Call-Back?

The voice channel remains the most popular method of customer contact. In fact, 75% of customers find that calling a business is the most effective way of getting a quick response. When a customer is put on hold the overall customer experience is negatively impacted. Luckily, offering a call-back is a great solution to this problem.

**75%** of callers want the option of a call-back. *- Forrester Research*

**40%** average reduction in abandon rate with call-backs. *- ContactBabel*

## Solutions for Every Channel

Fonolo's cloud-based solutions replace hold time with a call-back, allowing you to lower abandon rates, reduce spikes in call volume, and improve the customer experience. To meet the varying needs of different organizations, Fonolo can be tailored in several ways:

### In-Call Rescue

Give callers the option to receive a call-back when hold times are too long.



### Mobile Rescue

Let customers easily request a call-back from a live agent, directly from within your mobile app.



### Web Rescue

Enable customers to seamlessly transition from web to live assistance.



## How it Works

When hold times are too long, your customer is offered the option to "press 1 to get a call-back from the next agent". This is where Fonolo steps in:

1. The call is transferred to Fonolo and we confirm the customer's call-back phone number.
2. Fonolo connects to your call center, navigates your phone menu, and waits on hold for an agent.
3. When an agent answers, Fonolo calls the customer back and connects them with the agent.

To your agent, this looks exactly like a regular inbound call from a customer. ANI, CTI, screen-pops, and all other processes work exactly as before.

## Cloud-Based

The idea of replacing hold-time with a call-back has been around for a long time. Fonolo has revolutionized "virtual queuing" by delivering it as a cloud-based service. This approach offers:

- Lower costs
- Faster deployment
- Easier configuration
- Better scalability





## On-Premise Appliance

In order to comply with strict security requirements, Fonolo offers a turn-key appliance that keeps all voice traffic on-site, while still using the convenience and power of the Fonolo cloud.

The Fonolo Appliance is a 1U rack-mount server, installed on-premise at your data center, and remotely maintained by Fonolo as part of your call-back license.

## Customer Portal

Fonolo’s easy-to-use customer portal allows you to manage all aspects of your experience without involving the IT department:

- Comprehensive reporting
- Powerful call-back options
- Intelligent call routing



## SMS Alerts

For callers on mobile devices, Fonolo offers optional SMS capabilities that improve the call-back experience.

Interactive SMS functionality allows callers who are waiting in a “virtual queue” to stay informed about their progress, receive important notifications, and more.

SMS alerts can be added to any new or existing Fonolo deployment, without installing any hardware or software. Fonolo handles the SMS interactions from start to finish.



## About Fonolo

Fonolo, the leader in cloud-based call-back solutions, has revolutionized the way contact centers interact with customers through web, mobile, and voice. The company’s patented call-back technology empowers customers with an innovative alternative to waiting on hold. Fonolo’s award-winning solutions are trusted by a growing list of call centers who aim to enhance the customer experience. From Fortune 500 companies to SMBs, Fonolo is valued by customers for its scalability, expertise, and proven ROI.

Visit [fonolo.com](http://fonolo.com) to learn how your call center can reduce abandonment rates, smooth out call volume spikes, and lower costs.

