



How a Major Mobile Carrier Reduced Cost-per-Call by 14%

About

Optus (a wholly-owned subsidiary of SingTel) is an Australian leader in integrated communications – serving over ten million customers each day. The company provides a broad range of communications services including mobile, national and long distance services, local telephony, business network services, Internet and satellite services, as well as subscription and Internet television.

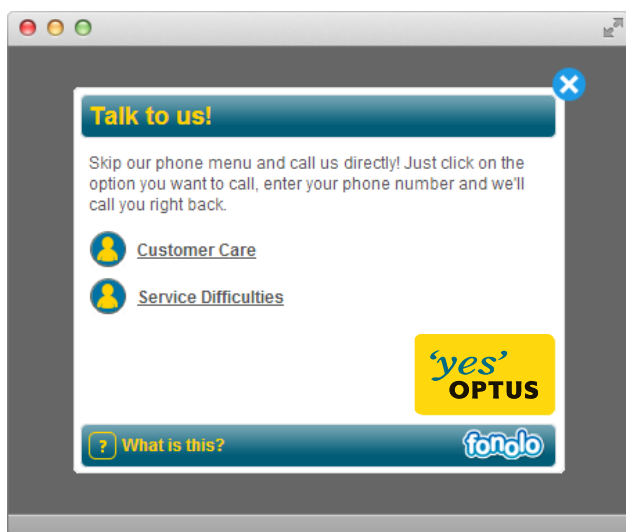
Problem

A common goal in many organizations, across a wide range of industries, is to improve the customer experience while lowering costs. This was no different for Optus: Their mandate was focused on delivering a superior experience to maintain satisfaction and loyalty. In addition, Optus strived to lower cost-per-call by decreasing handle times and misnavigation rates.

“Our vision is to provide Australia’s leading customer experience for flexible and personalised services, anywhere on any device” - Paul O’Sullivan, Country Chief Officer Australia and Chief Executive Officer, Group Consumer, SingTel.

Solution

To help address their goals, Optus implemented Fonolo’s Web Rescue solution, which added a new visual call-back interface to the support section of their website. This allowed customers to request a call from the right support agent without having to navigate their phone menu or wait on hold – ultimately improving the call center experience.



Customer

Optus



Industry

Telecommunications

ROI

14% reduction in cost-per-call
\$680,500 in annual savings

Fonolo’s cloud-based approach and its ability to seamlessly interact with existing phone systems made implementation very easy. Adding Fonolo to the Optus website simply required a few lines of code – no changes were made to the call center.

Call-backs from Fonolo appeared as regular inbound calls, complete with the customer’s phone number. All existing processes (agent screen-pops, etc.) continued to work as before.

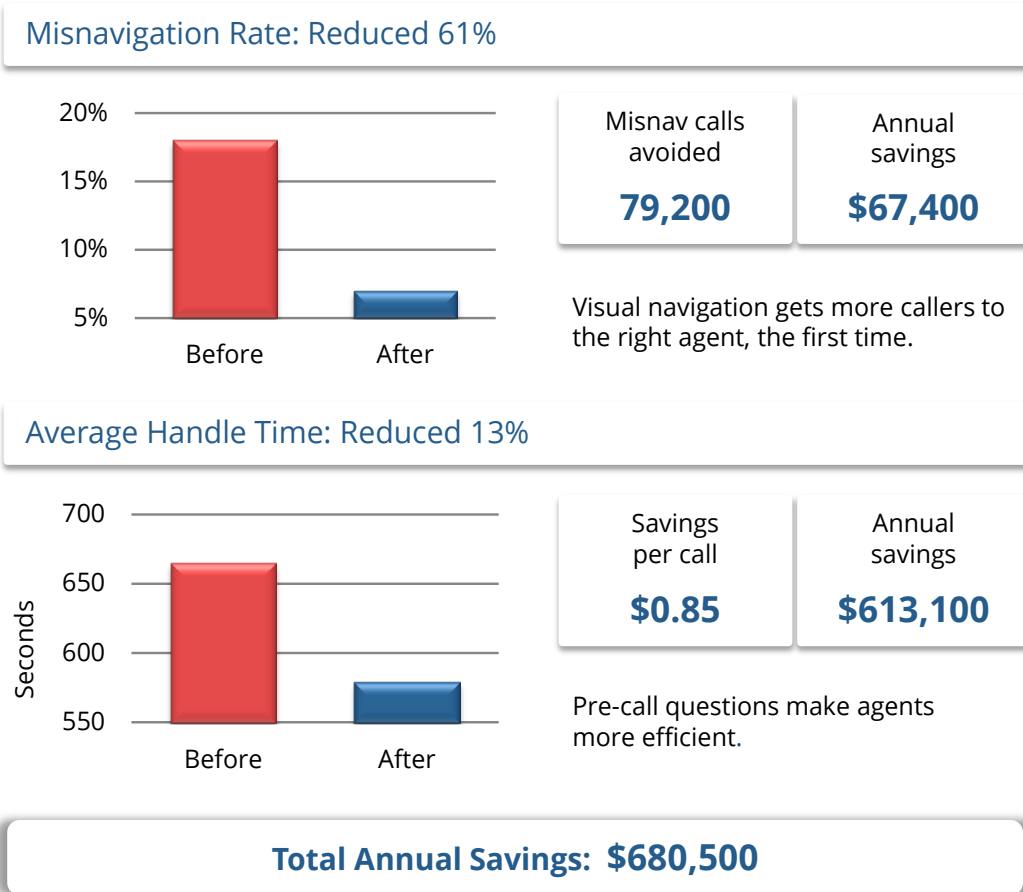


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Results

Optus saw an immediate reduction in costs after implementing Web Rescue. For calls handled by Fonolo, misnavigation rates (the percentage of callers who connect to the wrong agent) dropped from 18% to 7%. What's more, average handle times were shortened by 86 seconds (13%). After only 30 days with Fonolo, Optus was able to reduce cost-per-call by 14%. Based on handling just 5% of the total call volume, the total annual savings would be \$680,500.

Beyond cost savings, call-backs resulted in happier customers. Optus used Fonolo's post-call survey to gather prompt and immediate feedback on the new calling experience. Callers were overwhelmingly pleased to have the option of receiving a call-back instead of waiting on hold.



About Fonolo

Fonolo is the leading provider of cloud-based call-back software for the call center. With Fonolo, your customers will never wait on hold again, regardless of where the conversation begins – web, mobile, or inbound call. A growing list of organizations, including the Royal Bank of Canada (RBC), Thomas Cook and Abercrombie & Fitch trust Fonolo to improve the call center experience for their customers. Fonolo has received numerous awards, including “Best of Enterprise Connect,” ITExpo’s “Best Contact Center Solution”, “50 Best Websites” from Time.com and more.