



## How an Outsourced Call Center Provider Reduced Cost-per-Call by 8%

### About

Vesta Networks is a provider of Video-Conferencing, Teleconferencing, Web-Conferencing and Outsourced Call Center Solutions, with more than 20,000 end users globally.

### Problem

A common problem among call centers is the issue of excessive hold time. Long hold times lead to frustrated consumers and increased telco costs. This was exactly the case with one of Vesta's call center customers who handles thousands of calls a day. The client challenged Vesta Networks to find a call-back solution that would help provide a better customer experience by reducing the number of callers waiting on hold.

They considered a number of solutions, including Virtual Hold's Conversation Bridge, Avaya's Callback Assist and Cisco's Courtesy Callback. However, the team at Vesta agreed that these solutions were too complicated and difficult to work with. Fonolo, on the other hand, is simple to use, easy to deploy, and can be up and running in a matter of weeks.

*"We searched online and found a number of different solutions, but Fonolo completely outweighed the competition in terms of the features they offer. We also loved that Fonolo could be up and running quickly!"*

- Andrew Croll, Managing Partner, Vesta Networks

### Solution

This particular contact center frequently experienced hold times in excess of one hour. Realizing this as a major problem, Vesta Networks sought out Fonolo's In-Call Rescue solution to reduce cost-per-call and better the customer experience. In-Call Rescue gives callers the option to "press 1 to get a call-back from the next agent" when hold times are too long. Fonolo waits on hold on behalf of the customer and, when an agent is free, calls the customer back.

With other call-back solutions the customer is called back first, before an agent is ready to speak with them. This means that even after receiving a call-back, customers will still be placed on hold. However with Fonolo, customers are only called back when an agent is on the line. For Vesta, this was a key factor in their decision to choose Fonolo.

**"Press 1 to get a call-back from the next agent."**



### Customer

Vesta Networks



### Industry

Telecommunications

### ROI

8% reduction in cost-per-call



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To Vesta’s agents, a Fonolo call appears to be just another inbound call, so minimal training was required. Additionally, Fonolo’s cloud-based approach and its ability to seamlessly interact with existing phone systems made implementation quick and easy.

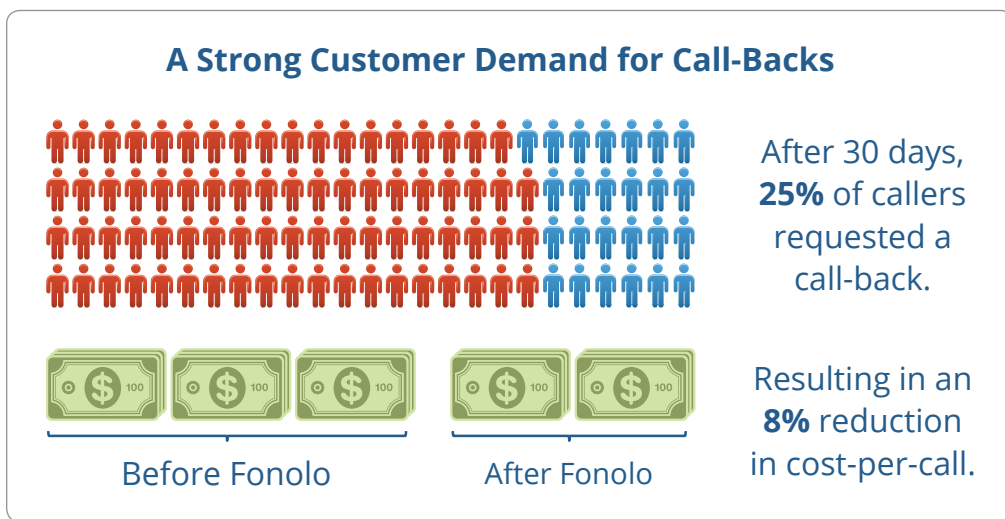
## Results

Vesta saw an immediate impact after implementing Fonolo’s solution. In the first full month of usage, almost 25% of callers requested a call-back rather than continuing to wait on hold. Clearly there was a strong customer demand for a call-back option.

Not only were callers happy, but the contact center was able to reduce the number of calls waiting in queue. This resulted in an 8% reduction in the average cost-per-call, even after their investment in Fonolo.

*“Our customer saw the benefit of Fonolo right off the bat. Our experience working with the Fonolo team was fantastic! The solution worked seamlessly and it was easy to integrate.”*

- Andrew Croll  
Managing Partner  
Vesta Networks



## 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.