



Fonolo's Call-Back Solutions for Avaya-Based Call Centers

What is Fonolo?

Fonolo is a cloud-based solution that allows you to replace hold-time with a call-back in your call center. Our technology easily hooks into your existing call center infrastructure, with minimal impact to your business processes.

For callers waiting on hold, offer call-backs with **In-Call Rescue**. For customers on the web and mobile applications, offer Visual IVR and Click-to-Call-Back with **Mobile Rescue** and **Web Rescue**.



In-Call Rescue

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

Let them *"press 1 to get a call-back from the next available agent"*.



Mobile Rescue

Let customers easily connect to a live agent, directly from within your mobile app.

With one tap on their smartphone they can request a call-back and avoid hold time.



Web Rescue

Enable customers to seamlessly transition from web to live assistance.

Offer them a call-back and let them fast-track the IVR with just one click.

Fonolo and Avaya

Fonolo is a DevConnect Partner and has been deployed successfully by many Avaya customers. Our products have undergone rigorous compliance testing by Avaya engineers to be certified as compatible. Furthermore, Fonolo is part of a handful of products that Avaya resells through its own sales channel via the "Select Product Program".



Benefits of Call-Backs

Adding call-backs to your call center has a substantial number of benefits:

- Lower Abandon Rates
- Reduce Telco Costs
- Decrease Average Handle Times
- Minimize Overflow Calls
- Increase Customer Satisfaction
- Improve Service Levels





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Adding Fonolo to Your Avaya System

Connecting with SIP

The most convenient and cost-effective way to connect with Fonolo is via "SIP trunking". You can connect over the Internet, a dedicated L2/L2TP connection, or using a VPN. If you have Communication Manager v 6.0 or higher, the set-up is very straightforward. (If you have a different configuration, a SIP connection is still possible.)

When your customer accepts a call-back, simply transfer the call to a dedicated SIP address. Likewise, to reach an agent, Fonolo will place a call to you via SIP.

Connecting with PSTN

If your call center doesn't support SIP trunking, Fonolo can connect via the PSTN (traditional phone calls). When your customer accepts a call-back, simply transfer the call to a dedicated Fonolo DID. Likewise, to reach an agent, Fonolo will place a call to your existing phone number or dedicated DID.

The Fonolo Appliance

Fonolo can be enhanced with a turn-key appliance (which connects via SIP or PRI). This on-premise solution will comply with the strictest security requirements (no voice data leaves your data center), while still using the convenience and efficiency of the cloud.

Maintaining Call-Attached Data

Maintaining the context of a call as it moves between channels is essential for a good experience. If your call center supports SIP trunking, CTI data can be passed via "User-to-User" SIP headers, which are supported on recent Avaya equipment. Alternately, we can pass the data via a web service or audible whisper to your agents.

Success Story: Bright Horizons

Like many organizations, Bright Horizons Family Solutions® experienced periods of high call volume and long hold times. The peak periods resulted in lost reservations and unhappy customers.

They deployed Fonolo's In-Call Rescue solution to their Avaya-based Call center (using SIP trunking) and saw immediate benefits: reduced peak periods, a 33% reduction in abandon rates and happier customers.

"The speed to implement, just 15 days, was amazing."

- Chris Abel,
Dir, Contact Center Ops

