



How a Child Care Services Provider Reduced Abandon Rates by 33%

About

Bright Horizons Family Solutions® is a leading provider of high-quality child care, early education and other services designed to help employers and families better address the challenges of work and life.

Problem

Bright Horizons is committed to delivering the best possible call center experience. However, at times they experienced high call volumes, leading to long hold times. These peak periods also resulted in lost reservations and unhappy customers.

With 31,000 calls a month and 163 agents, Bright Horizons' Avaya-based call center had a clear problem. Solving it would mean staffing up for the 2-3 week period of high call volume (and being overstaffed the remainder of the year), or implementing a solution that eliminated the need for callers to wait on hold during busy times.

"We're committed to giving our customers the best possible experience. Holidays and long weekends often pose a challenge for us because call volume can double, impacting staffing requirements and the customer experience."

- Chris Abel

Director of Contact Center Operations, Bright Horizons

Customer

Bright Horizons

Industry

Child Care Services

ROI

33% reduction in abandon rate



Solution

To ensure the delivery of a consistent customer experience, Bright Horizons turned to Fonolo's In-Call Rescue solution to give callers the option of a call-back rather than waiting on hold. Now Bright Horizons' customers simply "press 1 for a call-back", while Fonolo holds their place in queue.

Fonolo's cloud-based approach and its ability to seamlessly interact with existing phone systems made implementation quick and easy. And agent training on the solution was minimal, since a Fonolo call appears to be just like a regular inbound call.

"The connection into the Avaya Session Manager and Communication Manager was simply seamless."

- James Womer

Manager of Contact Center Operations, Bright Horizons





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Results

Deploying Fonolo's In-Call Rescue solution (using SIP Trunking to connect) took only two weeks! Bright Horizons began to see an immediate return on investment.

Fonolo reduced both their peak periods and the number of repeat callers, resulting in a 33% reduction in abandonment rates. Not only did the contact center benefit from streamlined performance, but customers were happy as well.

"The speed to implement with Fonolo, the fact that it was just 15 days, was just amazing."

- Chris Abel

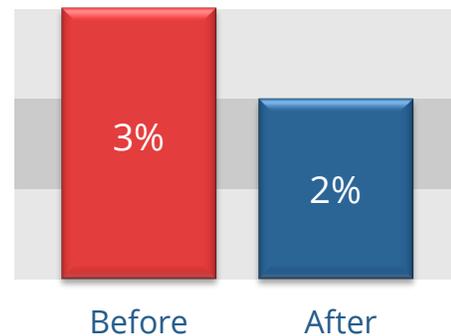
Director of Contact Center Operations



The Results

- ✓ Reduction in Call Volume Peaks
- ✓ Improvement in Caller Satisfaction
- ✓ Abandon Rate Lowered by 33%
- ✓ Increased Employee Efficiency

Abandonment Rate



About Fonolo

Fonolo is the leading provider of cloud-based call-back solutions. The company's innovative products improve the way call centers interact with their customers by seamlessly replacing hold time with a call-back. Regardless of where the conversation begins – on the web, mobile or by phone – Fonolo quickly and conveniently routes customers through the call center, connecting them to the right agent and eliminating hold time. A growing list of organizations, including the Royal Bank of Canada (RBC), Nationstar Mortgage and Thomas Cook trust Fonolo to improve the call center experience for their customers. Learn more at fonolo.com.