



Why You Shouldn't Trust A Call-Back Algorithm



Why Call-Backs Are Beneficial

Call-backs offer your customers an alternative to waiting on hold, allowing them to keep their place in line without being on the phone. When *implemented correctly*, call-backs deliver benefits to both callers and businesses alike – they can mitigate spikes in call volume, lower abandonment rates, and improve the customer experience. However, *a poorly executed call-back strategy* can put undue stress on the call center, frustrating customers in the process.

How Call-Back Technologies Can Fail You

Many technologies employ a “call-the-customer-first” approach, where customers receive an automated call-back *before an agent is available*, forcing them to wait on hold again.

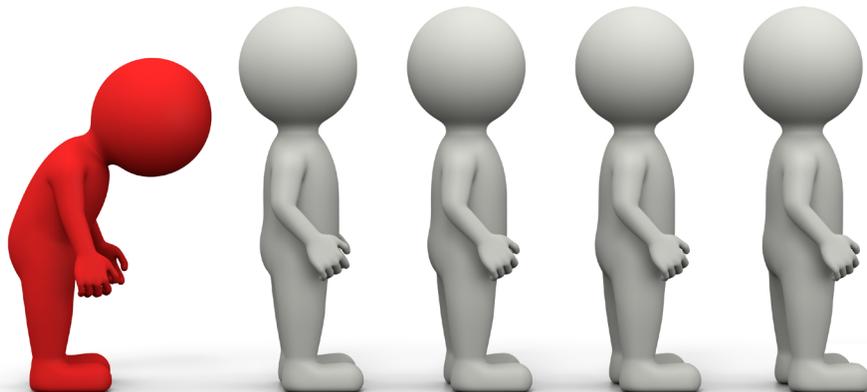
These technologies rely on **algorithms** to determine when a customer should be called back, which requires accurate data on staffing levels, call volumes, hold times, handle times, and other variables that change in real-time. Some algorithms simply calculate the estimated wait time for calling a customer back, while others can be more complex.

Under ideal conditions, accurately predicting wait times is a tough endeavor, and in an environment where staffing levels and call volumes rapidly fluctuate, or where skill-based routing is being used, it's notoriously more difficult.

How this Affects Your Call Center

When call-back algorithms are incorrect, customers are called back at the wrong time which creates inefficiencies in the call center.

- Call-backs that occur too early: Customers are called back and placed on hold long before an agent is free. This is a surefire way to frustrate customers who have specifically asked not to wait on hold.
- Call-backs that occur too late: Agents are free to take calls, yet call-backs are queued for a later time, when volumes may be high again. This negates the ability to smooth-out spikes in call volume, a key benefit of using call-backs.





DATASHEET

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Call-Backs that Don't Rely on an Algorithm

Fonolo's patented call-back solutions don't simply guess when to call your customers back, they actually hold their place in line, an approach that increases customer satisfaction while reducing costs.

Fonolo employs a "call-the-agent-first" approach which actually waits for an agent before calling your customer back. When your customer answers the phone, a live agent will already be on the line.

Don't trust your customers to a call-back algorithm – talk to Fonolo and maximize the benefits call-backs can have on your contact center.



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 to learn how your call center can reduce abandonment rates, smooth out call volume spikes, and lower costs.



Jeannie Sugaoka, Senior VP Support Services, Technology Credit Union
"Fonolo was the easiest implementation of any service that I've ever encountered!"



Chris Abel, Sr. Director, Contact Center and Customer Experience, Bright Horizons
"Fonolo smoothed out the spikes in our call volume...Without adding any agents, our callers got a better experience!"



Mark Edelman, VP of Member Contact, Stanford Credit Union
"Fonolo's web and mobile features have really helped us connect with our newer, younger members."

Learn more at fonolo.com or call 1.855.366.2500