



# HOW CANADA'S LARGEST HVAC SERVICE PROVIDER IMPROVED THEIR CUSTOMER EXPERIENCE WITH CALL-BACKS



## ABOUT

Reliance Home Comfort is one of Canada's largest providers of heating, cooling, water heaters, water purification, plumbing, and protection plans and is trusted by more than 1.8 million homeowners, businesses, and builders across Canada.

## THE PROBLEM

Reliance has been meeting the needs of its large customer base with affordable, quality home heating, cooling, water, and plumbing services and products for over 50 years. The brand's customers know they can count on it, for fast, friendly, and knowledgeable service.

Their contact center receives approximately 160,000 calls per month and has 600 agents supporting sales, service, billing, and more, on multiple service channels. Given the large volume of complex client cases, fully servicing callers was a significant challenge. As a result, Reliance experienced long hold times, frustrated clients, and dropped calls, which negatively affected both call center metrics and customer experience.

## CLIENT

Reliance Home Comfort

## INDUSTRY

HVAC Sales and Service

## ROI

- Reduced Abandon Rates
- Increased Customer Satisfaction
- Improved Customer Experience



## THE SOLUTION

To address these issues, Reliance Home Comfort integrated Fonolo's call-back solution, In-Call Rescue, into its existing Avaya call center infrastructure. The ease of implementation, cost of the solution, and seamless interaction with callers made Fonolo an easy choice. With the service in place, Reliance customers can simply "Press 1 for a call-back," and Fonolo will hold their place in line until the next agent is available to serve them.



## THE RESULTS

After putting Fonolo's call-back solution into action, Reliance experienced a significant reduction in abandon rates. Offering customers an alternative to waiting on hold also led to a marked improvement in customer satisfaction, something every company strives for.

"We value people's time, which is why we feel a call-back service is a must-have."

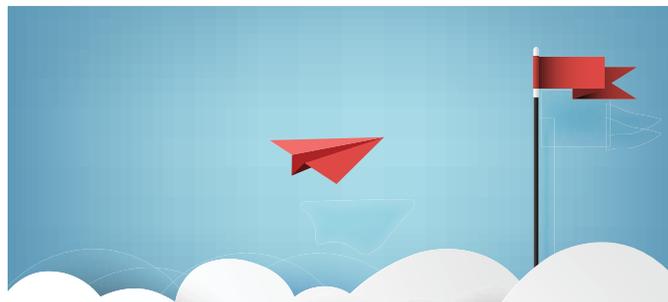
**"At Reliance, we continually strive to provide our customers with an optimum experience. During times of high volumes, the Fonolo technology delivers another option for improved customer experience with the choice of a call-back rather than waiting in queue. We look forward to our continued partnership with Fonolo."**

**Virag Solanki, Leader,  
Reliance Teleservices**

## ABOUT FONOLO

Fonolo, the industry 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](http://fonolo.com) to learn how your call center can reduce abandonment rates, smooth out call volume spikes, and lower costs.



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