THE BENEFITS OF CALL-BACKS

CLARITY CONNECT

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INTRODUCTION

Virtual hold and call-back technologies solutions are gaining popularity in the contact center industry, as more managers seek cost-cutting advantages and customers look for convenience and care in their experience. By reducing hold time and utilizing DOD rates, rather than DID, toll-free rates, virtual call-back has made deep cuts in contact center operating expenses, unlocking significant profitability without the costs of new staffing or adopting new processes. For customers, the technology offers a frustration-free call-back, rather than long hold times. The customer is empowered by queue information and the option to receive a convenient call-back if the hold time is too long. Call-back functionality enables the call center to frame busy agents and long queues as a profoundly positive customer experience by prioritizing the customer's time and convenience.

VIRTUAL HOLD OR CALL BACK

Clarity Connect's full-featured contact center and help desk solution delivers powerful functionality for agents, managers, and system administrators alike. The virtual hold feature, though, takes its performance-improving cues from the heart of the business—the customer. By reimaging the contact center experience with the customer's perspective in mind, Clarity's product team created a solution that drives agent efficiency and customer satisfaction, all with an eye toward improving the bottom-line.

Clarity Connect's call-back feature, as with the product itself, is designed to be Administrator configurable according to the business's needs. Your customers' needs may be met with real-time queue updates, or multiple call-back offers might be best throughout the progression of the call. In order to fully utilize this powerful tool, Clarity Connect is intuitively built for adaptability to meet their—and your—needs.

Once deployed, the virtual hold feature will seamlessly integrate into the work processes of your contact center, with no added stress to the system or the agents operating it. Implementing call-back functionality will usher in a host of contact center benefits and savings throughout the call's progression.

> Call-backs will save your company vital customer loyalty, as 60% of customers now report they refuse to wait more than <u>one minute</u> and 76% stating that even just **one bad customer service experience** will send them to your ***competitors.***

From a customer service perspective, surveys have shown that three-quarters of customers find call-back functionality a "highly appealing" aspect of any automated customer service experience, with as much as 61% of customers preferring the option *every single time*. Call-backs will save your company vital customer loyalty, as 60% of customers now report they refuse to wait more than <u>one minute</u> and 76% stating that even just **one bad customer service experience** will send them to your ***competitors.***

CUSTOMERS HAVE SPOKEN

Customers desire and prefer it, most not willing to wait more than one minute, and will leave after just one bad experience.

75%

75% of customers find the call-back "highly appealing"

Forrester Consulting

61%

61% of customers prefer a call-back to waiting on hold

SoftwareAdvice.com

76%

76% say that one unpleasant contact center experience was likely to make them leave

YouGov

60%

60% of customers are not willing to wait on hold for over 1 minute

Velaro

It is no wonder your customers are demanding our call-back feature for today's call center, considering how it transforms potentially painful hold times into a much faster, easier, and more enjoyable experience. Contact centers with virtual hold and call-back options have seen their abandon rates plummet by an average of over 35% and first-call-resolution rates have jumped 7.72%, representing both the enhanced customer experience and toll savings from decreased redialing that Clarity Connect brings with call-back functionality. And, with hardly any changes to contact center work processes, the functionality provides agents and managers a low-cost, frustration-free approach to improving service levels and customer satisfaction, while making deep operational cost cuts.

CONTACT CENTER PERFORMANCE

First-call-resolution rates have jumped while Queue Time is reduced,

↑7.72%
FIRST CALL RESOLUTION IMPROVED

QUEUE TIME REDUCED BY
34.27%

Call-back functionality in the contact center is a proven method for improving contact center efficiency, catalyzing both customer satisfaction gains and cost-saving cuts. The technology has been shown to reduce queue time by 34.27%, with 60% of customers typically accepting the virtual hold option, and overall call handle time by 13%. For the customer, the call-back solution saves over 1,368,750 minutes wasted getting frustrated on hold. For the contact center, these efficiencies translate into a 93% reduction in toll costs for queued calls from SIP-trunking and outbound calling, as opposed to PSTN charges and toll-free inbound rates. Overall, this has meant a 39% cut in the contact center's cost-per-call.
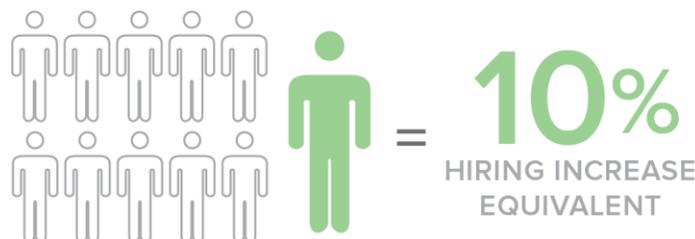
HANDLE TIME
Overall call handle time reduced.

↓13%
REDUCED AVERAGE
HANDLE TIME

VIRTUAL CALL-BACKS
Equals hiring 10% more staff

= **10%**
HIRING INCREASE
EQUIVALENT

In addition to the savings contact centers can expect from the call-back feature by reducing toll and phone rate costs, they can also expect considerable reductions in workforce expenses, like training, salaries, and benefits. Virtual hold effortless smooths out volume peaks by distributing call traffic more evenly. This reduces peak average-speed-to-answer and abandon rates by more than 50%, without sacrificing customer satisfaction or incurring the high-costs of overstaffing. By offering customers a call-back option when queue wait times are too high, especially during a call center's peaks, managers have been able to limit their staffing needs by an average of 9.4%, all while handling volatile call traffic and still improving several KPIs. These staffing cuts, along with the savings from traditional DID PSTN tolls and rates, contribute to the 33% cut in direct operating expenses contact centers have enjoyed following virtual hold and call-back deployment.

CONCLUSION

The significant efficiency gains Clarity Connect's call-back feature offers any contact center or help desk directly translate into higher customer satisfaction and service level, without the steep costs of traditional remedies, such as increased staffing. By offering callers an experience that shows care and consideration for their time, virtual hold powerfully aligns the customer and the call center's interests. To truly program in this high-level of customer care, the Connect team ignored the popular model most call-back solutions offer. Alternative products unreliably estimate agents' availability and initiate call-backs without verifying any agents are, in fact, available. The caller is met with dead air, either angrily waiting for an agent or hanging up in frustration—two outcomes true virtual call-back would surely eliminate. Clarity Connect, instead, automatically monitors for available agents before connecting them with a call-back customer. Only by offering a truly hold-free experience on both ends of the call-back protocol can a solution claim and maintain the full customer satisfaction benefits the technology call-backs offer. Virtual hold and call-back functionality is just one example of how Clarity Connect leverages its customer-centric vision for the contact center in order to drive performance and profitability.

In designing Clarity Connect, the product team reimagined the contact center experience from a customer-centric perspective, believing meaningful improvement and innovation would originate at the heart of the operation. In doing so, Clarity Connect has come to leverage—not sacrifice—the customer's experience to improve contact center and help desk performance and efficiency.