



SUCCESS STORY

How This Child Care Services Provider Reduced Call Center Abandon Rates by 33%



Customer

Bright Horizons

Industry

Child Care Services

ROI

Reduced
Abandonment Rates

Improved

Caller Satisfaction

Increased

Employee Efficiency

The Company

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

THE PROBLEM

Peak Periods and Staffing Concerns

Bright Horizons is committed to delivering the best possible call center experience. However, they often found themselves faced with high call volumes, which led to long hold times. These peak periods would result in lost reservations and unhappy customers.

With 31,000 calls a month and 163 agents, their call center was struggling. They were faced with a choice: increase their staff for the high call volume periods and remain overstaffed for the rest of the year or implement a solution that eliminated the need for customers to wait on hold during busy times.

THE SOLUTION

A Quick Solution with Big Impact

To remedy the situation, Bright Horizons turned to Fonolo's Voice Call-Back solution. After a quick and easy installation using a SIP trunk connection, the cloud-based software was ready to go, interacting seamlessly with their existing Avaya phone system.

With Fonolo, Bright Horizons customers no longer had to wait on hold. Instead, they were given the option to receive a call-back while their place was held in the queue. Minimal training was required, as Fonolo call-backs would appear to agents as a regular inbound call.

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

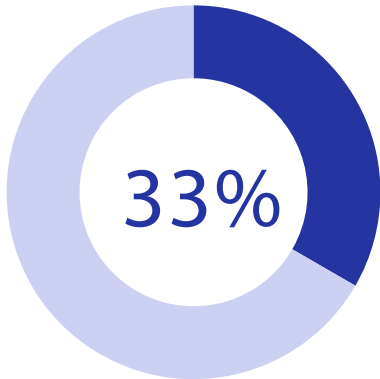


Chris Abel

Director of Contact Center Operations, Bright Horizons

Abandonment Rates

REDUCED BY



THE RESULTS

A Dramatic Improvement

Bright Horizons began to see an immediate return on investment. Fonolo reduced call volumes during peak periods as well as the number of repeat callers, resulting in an incredible 33% reduction in abandonment rates.

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

- James Womer, Manager of Contact Center Operations, Bright Horizons

Metrics weren't the only improvement Bright Horizons saw. Their call center saw huge benefits from their newly streamlined operation, including increased employee efficiency and higher caller satisfaction.



Chris Abel

Director of Contact Center Operations, Bright Horizons



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.



ABOUT FONOLO

Fonolo, the leader in cloud-based call-back solutions, empowers customers with an innovative alternative to waiting on hold. Fonolo's award-winning solutions are trusted by a growing list of call centers that aim to provide a superior 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.

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