Mobile Carrier Saves $680k with Call-Backs

The Company

Optus, a subsidiary of SingTel, is an Australian leader in integrated communications that serves over ten million customers. They offer a broad range of communications services, including mobile, national and long-distance services, local telephony, business network services, internet and satellite services, and subscription and internet television.

The Problem

Boosting CX While Lowering Costs

Optus’ mandate focuses on delivering a superior experience to maintain satisfaction and loyalty. For this reason, they began exploring call-back technology to improve their customer experience while lowering cost-per-call and decreasing handle times.

The Solution

Web Call-Backs

To address their goals, Optus adopted Fonolo’s Web Call-Backs solution. This added a new visual call-back interface to their website’s support section, allowing customers to request a call from an agent without having to navigate a phone menu or wait on hold.

The implementation process was easy, thanks to Fonolo’s cloud-based approach and its ability to seamlessly interact with their existing phone system. Adding Web Call-Backs to the Optus website only required a few lines of code. Perhaps best of all, no additional training was required for agents — call-backs appear as regular inbound call, complete with the customer’s phone number, without affecting other existing processes.
THE RESULTS

Significant Savings

With Web Call-Backs, Optus saw an immediate reduction in cost-per-call. Calls handled by Fonolo also saw misnavigation rates (percentage of callers who connect to the wrong agent) drop from 18% to 7%. Average handle times were shortened by 86 seconds (13%). After 30 days, Optus was able to reduce their overall cost-per-call by 14%, projecting total annual savings of $680,500.

Beyond cost savings, call-backs resulted in happier customers for Optus. Leveraging Fonolo’s post-call survey, they gathered prompt and immediate feedback on the new calling experience, revealing that users were overwhelmingly pleased to have the option of a call-back instead of having to wait on hold.

MOBILE CARRIER SAVES $680K WITH CALL-BACKS

### THE RESULTS

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**Average Handle Time**

REDUCED BY 13%

<table>
<thead>
<tr>
<th>Seconds</th>
<th>BEFORE</th>
<th>AFTER</th>
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<tr>
<td>770</td>
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<td>650</td>
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<td>560</td>
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**Savings per Call**

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<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>$0.85</td>
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**Total Annual Savings**

$680,500

**Misnavigation Rate**

REDUCED BY 61%

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<thead>
<tr>
<th>Rate</th>
<th>BEFORE</th>
<th>AFTER</th>
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<tr>
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<td>5%</td>
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**Misnavigation Calls Avoided**

79,200

**Annual Savings**

$613,100

**Annual Savings**

$67,400

**Contact Us**

855.366.2500
info@fonolo.com

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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.

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