Offer a Call-Back to Customers who are Waiting on Hold

Be a hero to your customers. When hold times are too long, give callers the option to "press 1 to get a call-back from the next agent". Fonolo will handle the rest.

Integrates Easily

Hooks into your existing call center infrastructure. All of your business processes remain the same.

Improves the Customer Experience

Give customers back what they value the most – their time. Let them schedule a call-back when hold times are too long.

Reduces Cost-per-Call

Realize lower handle times, abandon rates and telco costs.

"Press 1 to get a call-back from the next agent."
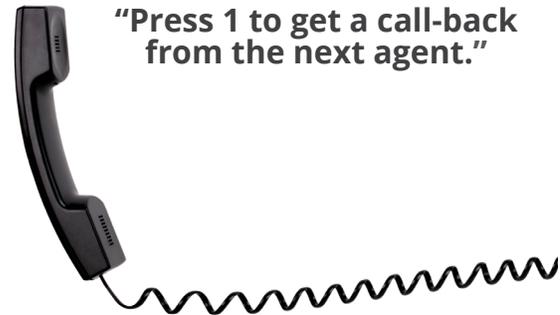
Benefits

- Improve customer satisfaction
- Raise your Net Promoter Score
- Protect your brand's reputation
- Smooth out call volume spikes
- Reduce your telco costs
- No hardware or software to install

The Voice Channel is Critical to Your Business
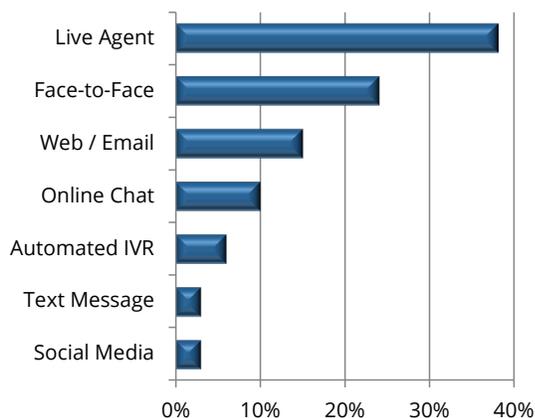
Source: 2011 American Express Consumer Barometer Report

It's the channel customers prefer for support.

According to American Express, when it comes to support, a live agent conversation is the most preferred channel for anything other than a "Simple Inquiry".

Call-backs reduce abandonment.

Research from ContactBabel has found that adding a call-back option can reduce abandonment rates by 32%. Whether your call center is focused on service or sales, fewer abandoned calls translates into a healthier bottom line.

How it Works

When hold times are too long, your customer is offered the option to "press 1 to get a call-back from the next agent". This is where Fonolo steps in.

1. The call is transferred to Fonolo and our audio prompts confirm the customer's phone number.

2. Fonolo connects to your call center, navigates your phone menu and waits on hold for an agent.

3. When an agent answers, Fonolo calls the customer back and connects them with the agent.

To your agent, this looks exactly like a regular inbound call from a customer. ANI, CTI, screen-pops and all other processes work exactly as before.

Cloud-Based

The idea of replacing hold-time with a call-back has been around for a long time. Fonolo has revolutionized "virtual queuing" by delivering it as a cloud-based service.

This approach offers:

- Lower costs
- Faster deployment
- Easier configuration
- Better scalability

FORRESTER®

"The option to hold their place in a queue and go on to do something else is highly appealing, with 75% stating a preference for it."

- Global Consumer Preference Report for Contact Centers

Security Options

Fonolo can be enhanced with a turn-key appliance that will let you comply with strict security requirements (no voice data leaves your data center), while still using the convenience and efficiency of the cloud.

About Fonolo

Fonolo is the leading provider of cloud-based call-back solutions. The company's innovative products improve the way call centers interact with their customers by seamlessly replacing hold time with a call-back. Regardless of where the conversation begins – on the web, mobile or by phone – Fonolo quickly and conveniently routes customers through the call center, connecting them to the right agent and eliminating hold time. A growing list of organizations trust Fonolo to improve the call center experience for their customers. Learn more at fonolo.com.

Join Us for a LIVE Demo

Learn how Fonolo can help you increase sales, lower handle times and create happier customers.

Visit **fonolo.com** to get started!