Why Call Center BPOs Need to Offer Call-Backs

fonolo

BPOs offer a tremendous opportunity for call centers to scale their operations without wasting additional resources. However, many organizations report that outsourcing decisions are no longer solely based on cost reduction, but also to utilize value-added services that improve the customer experience. As the demand for outsourced call centers grows annually by 6%, it's critical for BPOs to offer services that meet these new expectations.

Exceed Customer Expectations by Offering Call-Backs

Call-backs provide BPOs with a competitive edge by giving them the ability to offer customers exceptional service at affordable prices, with a quantifiable return on investment. BPOs that offer call-backs are able to improve the call center experience and maintain service level expectations by:

- Smoothing out spikes in call volume
- Reducing handle time
- Decreasing abandonment rates
- Lowering telco costs

BPOs Can Increase Revenue with Call-Backs

Call-backs also offer BPOs an additional revenue stream. Fonolo's wholesale call-back solution is offered via a usage-based pricing model that scales with volume. This approach provides both flexibility and scalability, allowing BPOs to generate additional revenue with each call-back. BPOs can easily extend their capacity to offer call-backs to multiple clients as they grow, via a comprehensive web-based portal.

> "Fonolo has been a great partner. Their team is very experienced and guided us through quick implementation…The service has performed flawlessly through a very heavy period of holiday growth providing a much needed solution for our clients…reducing abandonment rate and improving SLA compliance."
>
> – Gene Oliver
> VP of Information Technology & CIO
> HKT Teleservices

How it Works

When hold times are too long, callers are 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 the caller's call-back phone number is confirmed.

2. Fonolo places a call to the queue and waits on hold for an agent.

3. When an agent answers, Fonolo dials the caller back and connects them with the live agent.

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

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Hybrid Cloud-Based Approach

Fonolo offers wholesale call-backs via a 'hybrid cloud' approach. Turn-key appliances keep all voice traffic on-site, while the service is managed using the convenience and power of the Fonolo cloud. By delivering call-backs as a cloud-based service, BPOs can enjoy lower costs, faster deployment, easier configuration, and increased scalability.

Management Portal

BPOs can create custom reports for their customers via the Fonolo customer portal, which includes data ranging from full CDRs to failed call logs. This lets your clients receive details about their call statistics without requiring a Fonolo account!

The Fonolo customer portal offers:

• Comprehensive reporting

• Powerful call-back options

• Intelligent call routing
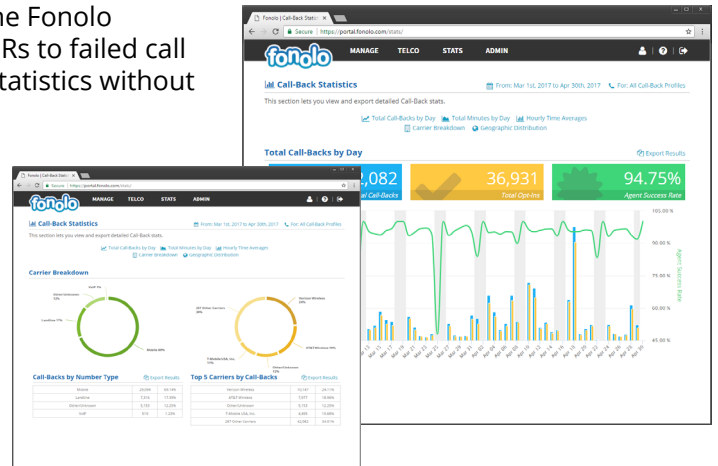
About Fonolo

Fonolo, the 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 to learn how your call center can reduce abandonment rates, smooth out call volume spikes, and lower costs.

Call Center BPOs Using Fonolo