

Why You Shouldn't Trust A Call-Back Algorithm

Call-backs benefit both callers and businesses, when implemented correctly. They can mitigate spikes in call volume, lower abandonment rates, and improve the customer experience. However, a poorly-executed call-back strategy can put extra stress on your call center and frustrate customers in the process.



How Call-Back Technologies Can Fail You

Many technologies employ a “call-the-customer-first” approach, where customers receive an automated call-back before an agent is available, forcing them to wait on hold again.

These technologies rely on algorithms to determine when a customer should be called back, which requires accurate data on staffing levels, call volumes, hold times, handle times, and other variables that change in real-time.

Some algorithms simply calculate the Estimated Wait Time for calling a customer back, while others are more complex. Under ideal conditions, accurately predicting wait times is a tough endeavor. In an environment where staffing levels and call volumes rapidly fluctuate, or where skill-based routing is used, it's notoriously difficult.

How this Affects Your Call Center

When call-back algorithms and Estimated Wait Time (EWT) are incorrect, customers are called back at the wrong time which creates inefficiencies in the call center.

- **Call-backs that occur too early:** Customers are called back and placed on hold before an agent is free. This is a surefire way to frustrate customers who have specifically asked not to wait on hold.
- **Call-backs that occur too late:** Basic call-back technology isn't smart enough to adapt to volume. This often creates times where agents are free to take calls but the call-backs have already been set for a later time – based on the incorrect EWT. This creates massive inefficiency and reduces the impact call-backs have on volume.

Call-Backs That Don't Rely on an Algorithm

Instead of using a basic 'one-size-fits-all' algorithm to calculate the EWT, Fonolo's patented call-back solution actually holds the caller's place in the queue. This is proven to increase customer satisfaction and reduce costs.

Fonolo also employs an 'agent-first' approach, allowing the agent to activate the call-back, and ensuring there is someone on the end of the line when the customer picks up the phone.

Don't leave your customers' happiness in the hands of a basic algorithm. Talk to Fonolo to learn how to maximize the benefits of call-backs in your contact center.



Fonolo was the easiest implementation of any service that I've ever encountered!



Jeannie Sugaoka

Senior VP Support Services,
Technology Credit Union



Fonolo smoothed out the spikes in our call volume...Without adding any agents, our callers got a better experience!



Chris Abel

Sr. Director, Contact Center and Customer Experience,
Bright Horizons



Fonolo's web and mobile features have really helped us connect with our newer, younger members.



Mark Edelman

VP of Member Contact,
Stanford Credit Union



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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.

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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