



## SUCCESS STORY

# How Canada's Largest HVAC Service Provider Improved Their Customer Experience with Call-Backs



### Customer

Reliance Home Comfort

### Industry

Utilities

### ROI

Reduced Abandonment Rates

### Improved

CSat

### Improved

Customer Experience

## The Company

Reliance Home Comfort is one of Canada's largest providers of home heating and cooling. Their goal is to help their customers find comfort in their homes, workplaces, and communities through their wide variety of products and services. Today, Reliance is trusted by more than 1.8 million homeowners, businesses, and builders across the country.

### THE PROBLEM

## High Demand and Call Center Overwhelm

Reliance has provided its customers with affordable, quality home services and products for over 50 years. However, they were experiencing many challenges that come with having such a large customer base.

Their contact center was receiving approximately 160,000 calls per month, many involving complex cases. Reliance had 600 agents supporting multiple service channels, including sales, service, billing, and more. Providing full service to their callers became a significant challenge, resulting in long hold times, frustrated customers, and dropped calls. This was negatively impacting their KPIs and customer experience.

### THE SOLUTION

## Voice Call-Backs to the Rescue

To address these issues, Reliance Home Comfort sought help from Fonolo's Voice Call-Back solution. With their new call-back technology, Reliance customers who entered the call queue were offered a call-back with a simple push of a button. From there, Fonolo would hold the customer's place in line and call them back once the next available agent was available.

Fonolo's cloud-based software integrated seamlessly with their existing Avaya call center infrastructure. Between the ease of implementation, low cost, and seamless interaction with Reliance customers, Fonolo was an easy choice to make.

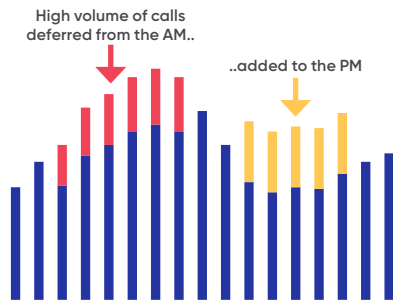
We value people's time, which is why we feel a call-back service is a must-have.



**Virag Solanki**

Leader at Reliance Teleservices

### Smooth out call spikes without adding headcount.



DISCOVER MORE IN OUR WHITEPAPER

[The Smart Contact Center Manager's Guide to Handling Spikes in Call Volume](#)

#### THE RESULTS

## A Significant Improvement in Customer Satisfaction

Reliance Home Comfort has built its brand around providing fast, friendly, and knowledgeable service. Since putting Fonolo's call-back solution into action, their call center has reported a significant reduction in call abandonment rates. The new call-back service was a popular alternative among their customers to waiting on hold, leading to a marked improvement in customer satisfaction.



**Virag Solanki**

Leader at Reliance Teleservices



At Reliance, we continually strive to provide our customers with an optimum experience. During times of high volumes, the Fonolo technology delivers another option for improved customer experience with the choice of a call-back rather than waiting in the queue. We look forward to our continued partnership with Fonolo.



#### 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](https://fonolo.com) to learn how your call center can reduce abandonment rates, smooth out call volume spikes, and lower costs.

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