



SUCCESS STORY

This Credit Union Lowered Their Call Center's Abandonment Rates by 50% with Call-Back Technology



Customer

Ascend Federal Credit Union

Industry

Financial Services

ROI

Reduced Abandonment Rates

Reduced Cost-per-Call

Improved CSat

"Our members no longer have to wait on hold. With Fonolo, we will call them back as soon as possible."



Jamie Jenkins

VP of Information Technology,
Ascend FCU

The Company

With \$1.9 billion in assets, Ascend Federal Credit Union (FCU) is the largest credit union in Middle Tennessee and one of the largest federally chartered credit unions in the United States.

Ascend believes in opening new doors for financial freedom and providing an environment where members feel comfortable. With 18 branches and 30 agents, Ascend has over 157,000 members using their superior products and enjoying service excellence.

THE PROBLEM

Long Wait Times = Dissatisfied Members

Ascend has always focused on providing an outstanding customer experience. For this reason, they diligently tracked data and feedback associated with their member journey, including queue time in the call center and customer feedback.

The results revealed that members were dissatisfied with their call center's long hold times. Ascend quickly began to look for a way to address this issue and improve their customer experience on the voice channel.

THE SOLUTION

Call-Back Technology: Finding the Right Fit

Ascend looked into several call-back solutions to address their problem. One of the biggest issues they encountered was finding a call-back solution that would not require major changes to their existing call center infrastructure.

Fonolo's cloud-based call-back technology was a great fit, as it merges seamlessly with any contact center system. Fonolo's technical team was also highly knowledgeable, making implementation quick and easy.

With Voice Call-Backs, Ascend members are offered a call-back with a simple push of a button. Then, Fonolo holds the customer's place in line and calls them back once the next agent is available. To Ascend's call center agents, a Fonolo call appears as a regular outbound call, so minimal training was required!

REDUCED
Abandonment Rates
BY



THE RESULTS

Cost Savings, Increased Efficiency, and Member Happiness

With Fonolo, Ascend successfully decreased its call abandonment rate by a staggering 50%. What's more, Voice Call-Backs effectively turned inbound calls into outbound calls, ultimately reducing the number of toll-free minutes used and lowering their overall cost-per-call. But most importantly, members were thrilled with the new features — a huge win for Ascend and their mission to provide an exceptional customer experience!

"It's critical to us that members are more than just satisfied with their experience; that they are excited. You simply can't get this result when members are waiting on hold to be serviced."

-Jamie Jenkins,
VP of Information Technology, Ascend FCU



Jamie Jenkins
VP of Information Technology,
Ascend FCU



We were behind the curve in offering our members a call-back option. With this implementation, we feel like we are now on par with our competitors. Our members no longer have to wait on hold and can go about their daily lives, knowing that we will call them back as soon as possible.



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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