



## SUCCESS STORY

# Mobile Carrier Saves \$680k with Call-Backs

## OPTUS

### Customer

Optus

### Industry

Telecommunications

### ROI

Reduced  
Cost-per-call

Increased  
Annual Savings

## The Company

Optus, a subsidiary of SingTel, is an Australian leader in integrated communications that serves over ten million customers. They offer a broad range of communications services, including mobile, national and long-distance services, local telephony, business network services, internet and satellite services, and subscription and internet television.

### THE PROBLEM

## Boosting CX While Lowering Costs

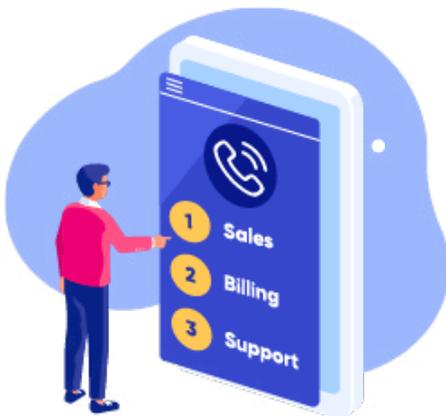
Optus' mandate focuses on delivering a superior experience to maintain satisfaction and loyalty. For this reason, they began exploring call-back technology to improve their customer experience while lowering cost-per-call and decreasing handle times.

### THE SOLUTION

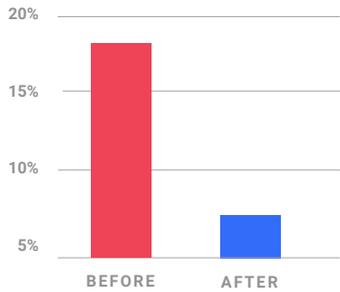
## Web Call-Backs

To address their goals, Optus adopted Fonolo's Web Call-Backs solution. This added a new visual call-back interface to their website's support section, allowing customers to request a call from an agent without having to navigate a phone menu or wait on hold.

The implementation process was easy, thanks to Fonolo's cloud-based approach and its ability to seamlessly interact with their existing phone system. Adding Web Call-Backs to the Optus website only required a few lines of code. Perhaps best of all, no additional training was required for agents — call-backs appear as regular inbound call, complete with the customer's phone number, without affecting other existing processes.



### Misnavigation Rate REDUCED BY 61%



### THE RESULTS Significant Savings

With Web Call-Backs, Optus saw an immediate reduction in cost-per-call. Calls handled by Fonolo also saw misnavigation rates (percentage of callers who connect to the wrong agent) drop from 18% to 7%. Average handle times were shortened by 86 seconds (13%). After 30 days, Optus was able to reduce their overall cost-per-call by 14%, projecting total annual savings of \$680,500.

MISNAV CALLS  
AVOIDED

79,200

ANNUAL  
SAVINGS

\$67,400

Beyond cost savings, call-backs resulted in happier customers for Optus. Leveraging Fonolo's post-call survey, they gathered prompt and immediate feedback on the new calling experience, revealing that users were overwhelmingly pleased to have the option of a call-back instead of having to wait on hold.



SAVINGS PER CALL

\$0.85



ANNUAL SAVINGS

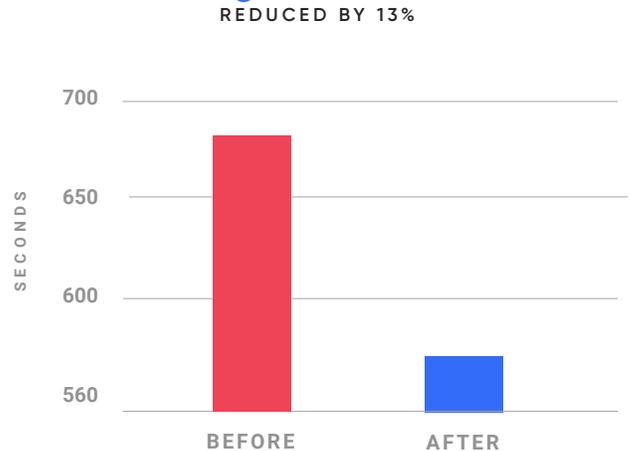
\$613,100



TOTAL ANNUAL SAVINGS

\$680,500

### Average Handle Time REDUCED BY 13%



#### 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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