



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

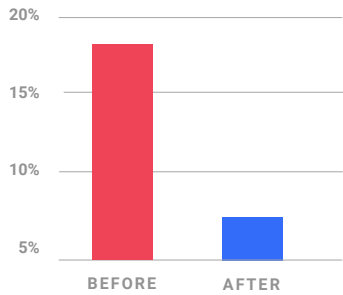
Introducing Call-Backs and Visual IVR

To address their goals, Optus adopted Fonolo's Visual IVR 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 Visual IVR 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

Immediate Results and Significant Savings

With Visual IVR, 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.

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.

MISNAV CALLS
AVOIDED

79,200

ANNUAL
SAVINGS

\$67,400



SAVINGS PER CALL

\$0.85



ANNUAL SAVINGS

\$613,100

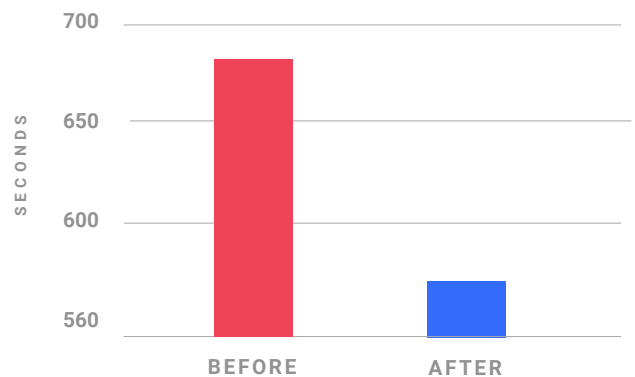


TOTAL ANNUAL SAVINGS

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

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