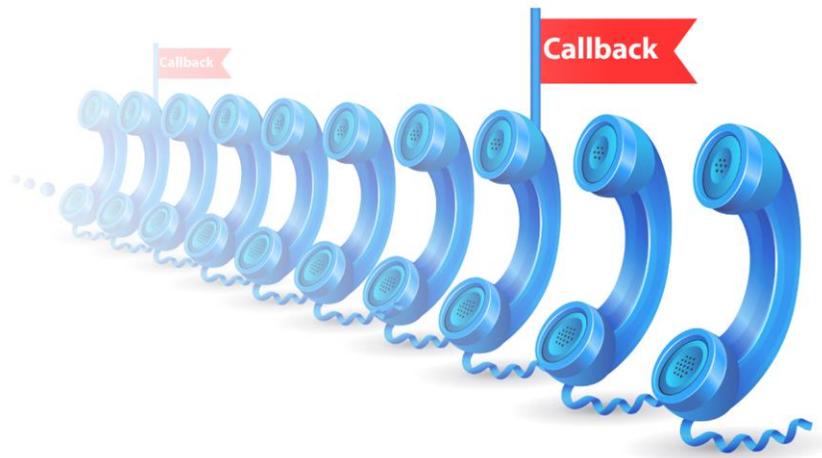# Communications Center: Callback Queuing

MODULE PAPER

While some callers are content to wait for the next available agent, increasing numbers are not. Most callers today have enjoyed customer experiences with other providers that offer them alternatives to waiting – from online shopping to calling a taxi – so they now have less tolerance for your business if you make them wait.

Callback Queuing lets you give your callers a very attractive alternative to waiting, offering them the option of a "callback" that frees them up to continue with their day.

You can offer to keep their place in the queue – or you can take the opportunity to smooth your peaks and troughs by distributing the callbacks to your agents at a quieter time of the day.

You will have the opportunity to capture more calls, and respond to these efficiently, while avoiding caller frustration.

Enghouse Interactive's Communications Center - *Callback Queuing* helps you drive contact center performance and customer service to new levels through key functions and outcomes such as:

- Effortless convenience for your callers

- A reduction of abandons and costs for the contact center

- Optimization of traffic peaks and staffing lows

- Automated processing of callbacks

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Effortless Convenience for Your Callers

While some callers may be content to wait in line, increasingly many are not; being called back by an agent is usually more convenient for a caller as time becomes a more precious commodity in the consumer world.

Callback gives customers a choice: Empower your callers to decide whether they prefer to physically hold, or to get on with other business while Callback does the virtual holding for them.

Aside from giving callers some time back for themselves, the most compelling factor during busy times is that callers don't need to sacrifice their position in queue when they hang up after leaving their callback request: If you wish, you can (optionally) configure callback requests so that they are <u>delivered to your agents in place of the original call</u>, even after the caller has hung up. The configuration options around this are covered in more detail below.

Extend the hours of the contact center: Offer afterhours callers the option to leave a callback request, saving them from having to call you again next day.

A Reduction of Abandons and Costs for the Contact Center

Giving callers the option to be called back helps businesses manage high traffic periods when wait-times are extended:

- **Abandonment rates are reduced** along with caller frustration

- **You no longer have to over-staff** the contact center just for those occasional peak times

- **Network costs are reduced** by cutting down or eliminating the time that callers spend waiting on any freephone lines that you offer.

Here are some of the ways you can tailor Callback to your needs:

- **Make Callback the only option for calls in this queue** – Every caller is requested to leave a message for a callback rather than waiting in queue. You would do this in the following scenarios:

  o Schedule the queue mode as Callback during known periods of high traffic. During busy periods this not only prevents callers waiting for unreasonable periods, it also leaves the lines open for more calls, and these can also request callbacks.

  o Manually set the queue mode to Callback on the fly, as a response to an unexpected peak

o Pre=configure a "catch-all" so that Callback is automatically triggered if the queue is open but there are no agents logged in – for example for those occasionally problematic periods at the beginning or end of the day if agents are slow to log in or too quick to log out.

- **Offer Callback depending on a Call's Minimum Position** – In a queue with a reasonably short talk time it may be more efficient not to offer Callback to callers near the front of the queue, since by the time the caller goes through the Callback process, an agent may have become free. Use a minimum position parameter to elect which callers will be offered Callback, ensuring efficient call delivery.

- **Move callbacks to a New Queue** – As mentioned above, callback requests can be delivered in the original queue, without losing their position – OR, they can be placed in a different queue for delivery. This not only allows contact center managers to specify *which agents* callback requests are delivered to, it also allows them to say *when* they should be delivered, for example optimizing agent productivity by only delivering callbacks during low traffic periods.
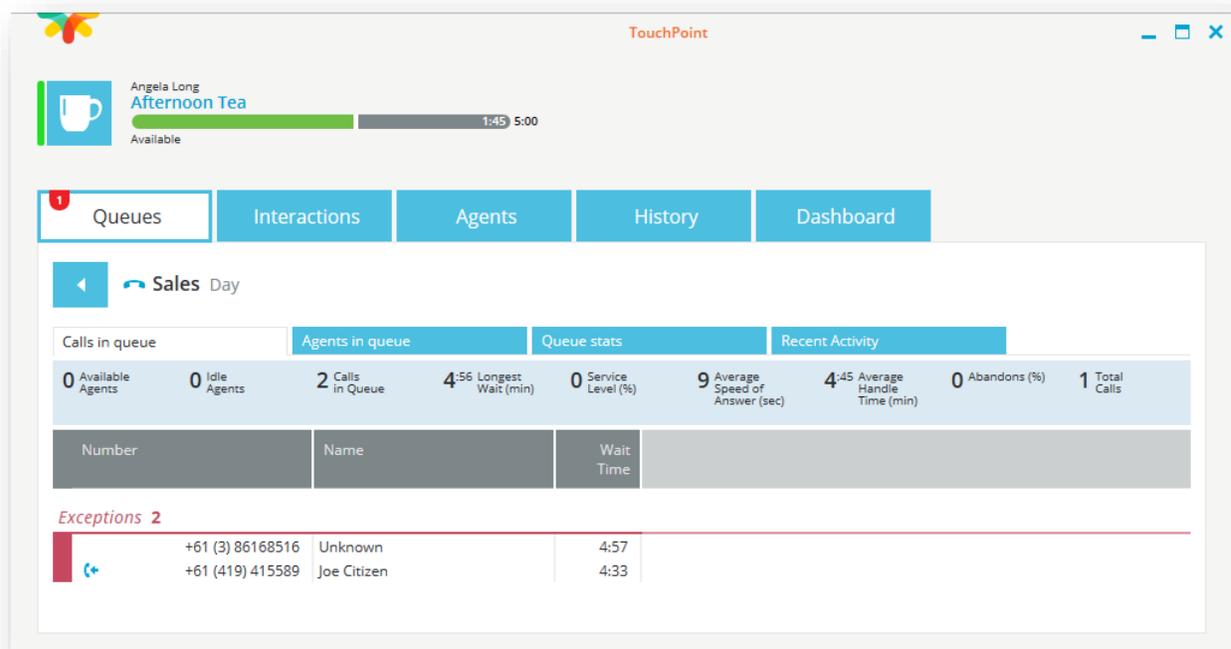

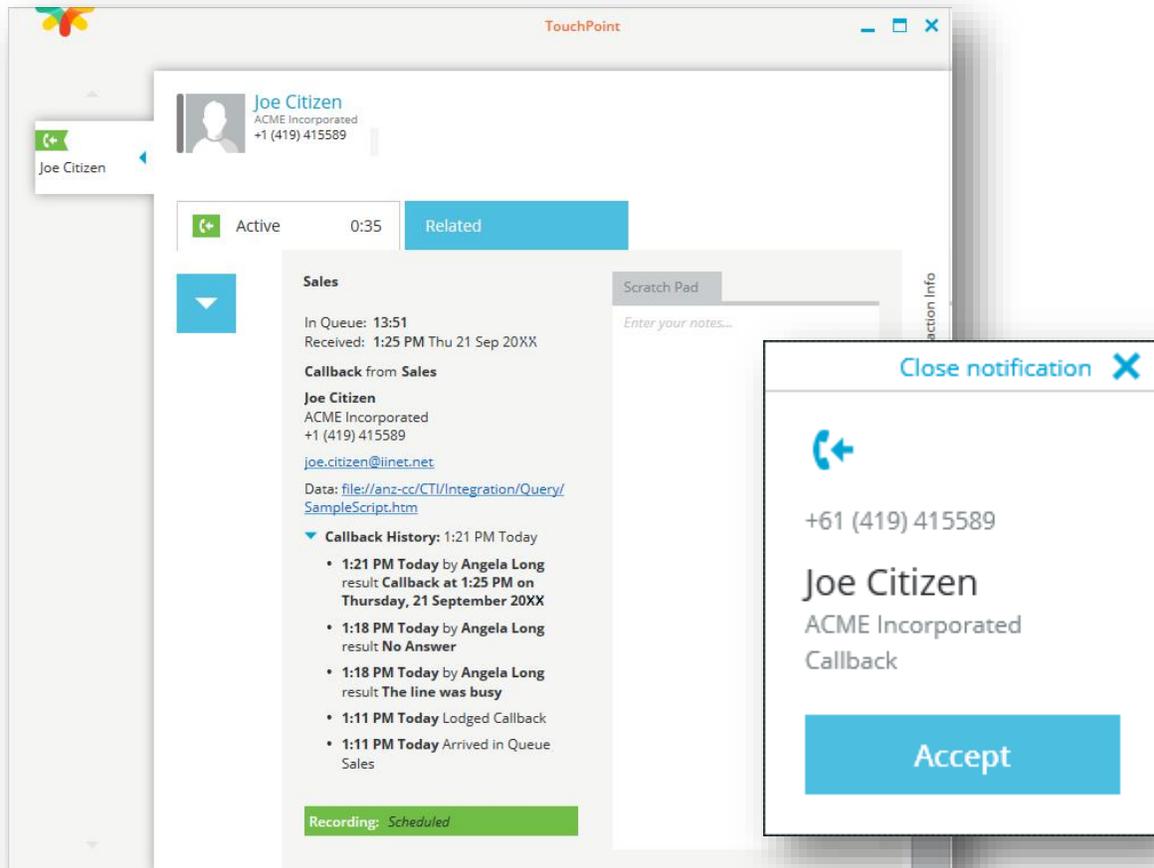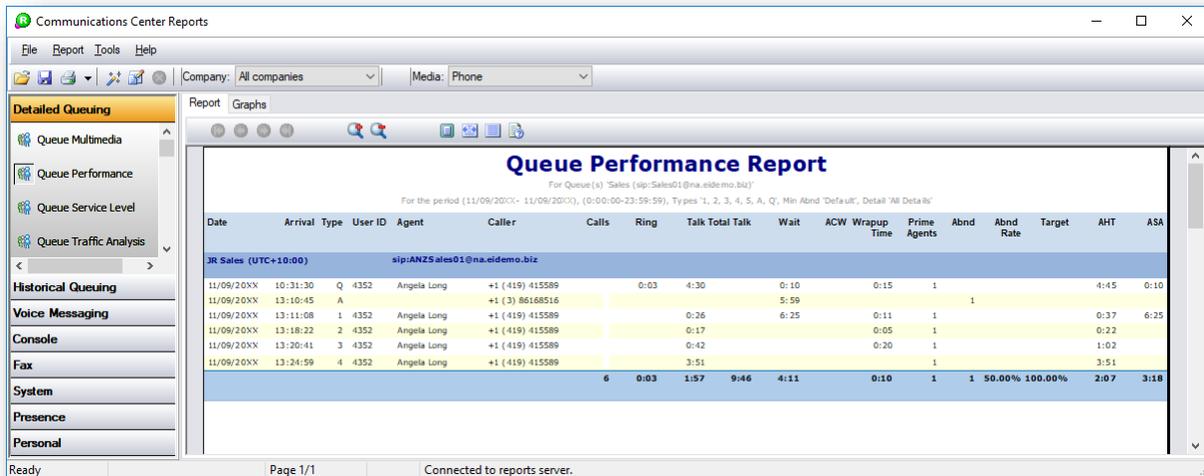**Figure 1.** Callback requests awaiting delivery in Communications Center's *TouchPoint* interface

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Figure 2.   Agent receives delivery of a callback request in Communications Center's *TouchPoint* interface

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Optimization of Traffic Peaks and Staffing Lows

Callback can be used as needed, to support agents and ensure as many calls as possible are answered, resulting in higher productivity and – for a sales center – greater profit.

Gain understanding through analytics: Callback reports show when abandons occur allowing management to be strategic in the way they schedule and activate Callback. Callback Wrap up reports give insight to success rates.

Callback is very flexible and is configurable by queue. On a per-queue or group of queues basis, contact center managers can schedule Callback, turn it on and off as they choose, or activate it only when a predetermined threshold is reached.

Figure 3. Historical Callback data in Communications Center's *Reports* interface

Simple, effective administration: Schedule callbacks according to the ebbs and flows of the day and week. For example, force Callback for afterhours service, then offer it as a position in queue option during your mid-morning rush. Use reporting to analyze when and where your peaks occur, and then configure accordingly. Or, in another example, you may have a television advertisement or marketing campaign running at a particular time and know that the call volumes will increase immediately afterwards. Over that period of time the contact center manager will be able to increase the number of callbacks allowed to queue so that as many calls as possible are captured. After the call volume peak has been reached, the number of callback requests can be limited so that the existing callbacks can be actioned.
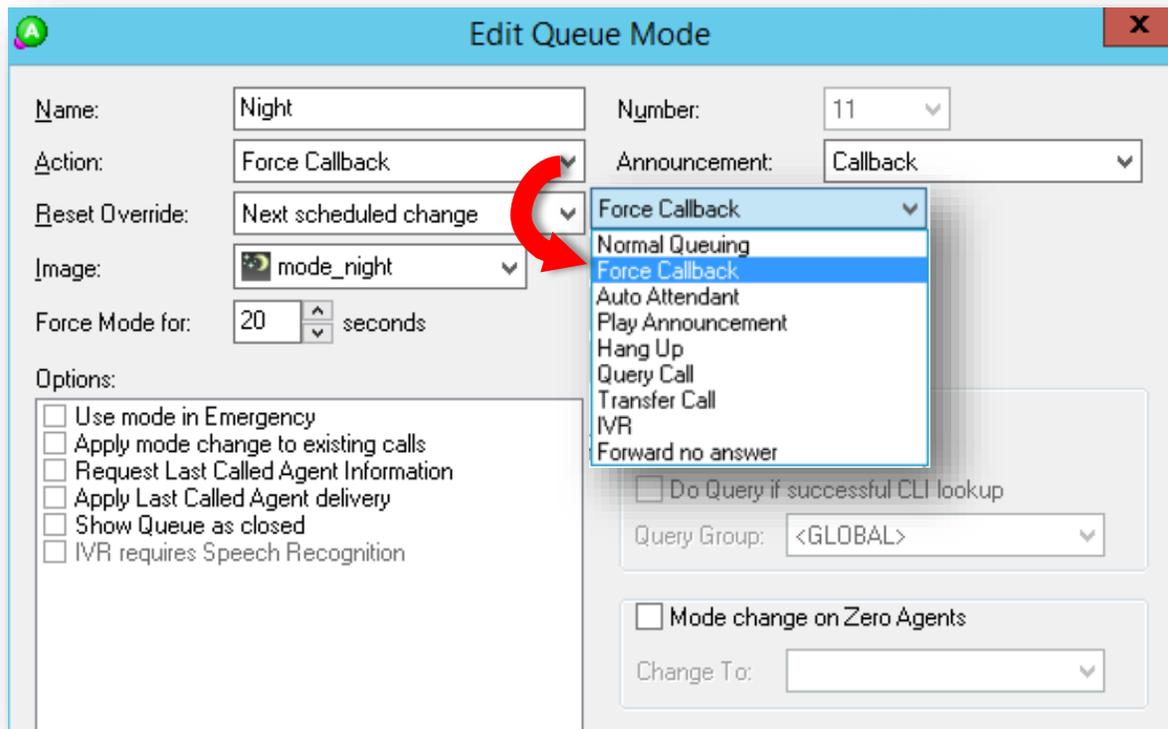
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Figure 4.   Mode Configuration, enabling Callback

Automated Processing of Callback Requests

The Callback function is not just about allowing the caller to leave a message that prompts you to call them back, or deciding when to offer that option.

Along with the total number of live calls waiting, Supervisors and agents can see a separate total of callback requests currently in the queue.

Regardless of delivery configuration, a callback request is delivered to an agent in exactly the same way as any queue call. However, instead of a live person on the line, they will hear the message that the caller left. The callback request will also include the number to call. This is based on the detected number used, if calling line identification is available, or else digits that the caller was prompted to enter as part of the callback request – there is no need for the agent to try and decipher the phone number from a verbal message in order to call the right phone number!

Agent options at this point include:

- Establish the callback, i.e., start dialing the person who left the callback request

- Replay the message the person left when they requested the callback

- Resolve the callback, i.e., effectively cancel this attempt… more steps follow; see below.

Figure 5. Agent's Callback options in Communications Center's *TouchPoint* interface

Automatically after completing the callback, *or* if the agent clicked **Resolve** *without* establishing the callback, they are prompted to record the outcome or resolution of this attempt to call back the original caller:
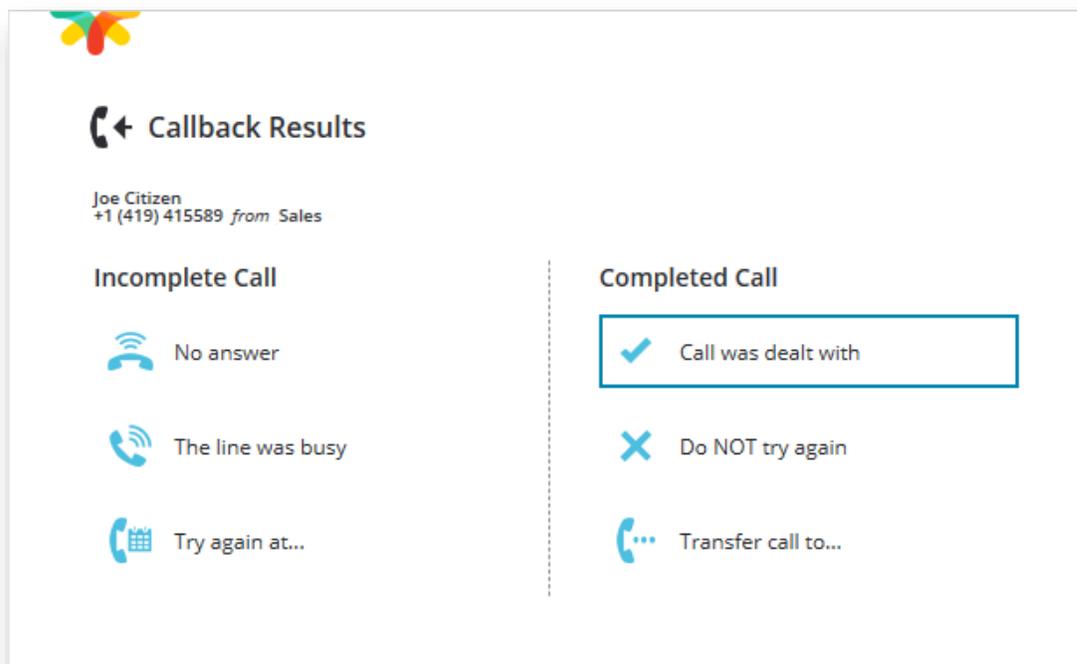

Figure 6. Callback Result (Resolution) options in *TouchPoint*

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Feature / Function Matrix

Features	Usage
Callback request retains its position in queue [optional]	Provides another option for callers rather than waiting on the line or abandoning
Callback request is moved to a new queue [optional]	Allows a callback to be delivered to a different group of agents and/or at a different (less busy) time rather than maintaining its position in queue at peak time
Automatic processing of callback requests	Callback requests are automatically delivered to agents in the same way as normal queue calls; the agent listens to the message then single clicks to activate the callback
Force Callback	Configure the queue so that callers have only two options: Hang up or leave a request for callback. This is useful at peak times, and/or when you need to keep lines free.
Skills-based routing delivery	Callback Queuing allows callback requests to go into the queue where they are distributed to available agents in the same manner as standard queue calls.
Callback resolution measurement	Agents can record the results of each callback attempt so that unsuccessful callbacks can be scheduled for follow-up
Callback reporting	Historical activity on callbacks is comprehensively reported via CC's Reports application, including number of attempts, ultimate outcomes etc.
Calling Line recognition	Callback's detection of the caller's number ensures fast, efficient and accurate initiation of the callback
Multiple language support	Pre-recorded callback prompts are available in Brazilian Portuguese, Canadian French, Danish, South American Spanish, and English for the following regions: Australia, New Zealand, United Kingdom and United States. Callback's accessible configuration structure also allows users to work with the implementation team to record prompts for additional languages as required.

Additional References and Resources

Omni-channel Solution Paper:

http://www.enghouseinteractive.com/solutions/omni-channel-communications/