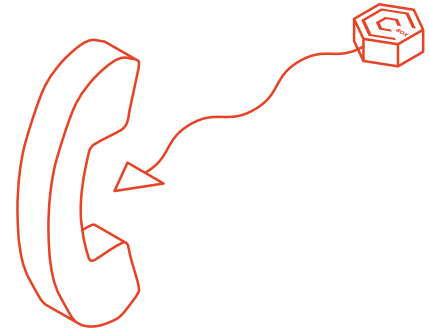




# Callback



**Call your customer back, when it suits them.**

Call back really is one of the unsung heroes of the contact centre with demonstrable improvements to customer experience, reduction in operational costs, reduction in abandoned rates, increases agent utilisation and finally increases in revenue (in revenue based Contact Centres).

## How CCBox **Callback** Works...



### **CREATE**

Create the call back script and trigger it automatically as situations unfold within your contact centre. With drag and drop interface to capture as much or as little caller specific information as required and pass details to the Agent using pre-defined integration into the contact centre.



### **COLLECT**

Offer a customer experience that suits the customer requirement and the business need. Collect callbacks and offer queue position hold, demand levelling, or customer specified callback time capabilities.



### **REACT**

Managed via CCBox Management Portal, allowing callback thresholds to be set and changed by supervisors on a call flow basis, at their convenience, to meet business requirements.

## Why choose CCBox **Callback**?

### **CALLBACK YOUR WAY**

Choose the customer experience that suits your business and customers most effectively. CCBox Callbacks can be:

- ◆ Scheduled via a customer web portal / scheduler
- ◆ Queued in real time, meaning the customer can go about their day, until an agent is available to handle take their call without picking up the cost
- ◆ Scheduled by the customer, from the queue to a convenient time in the day

### **SUPERVISOR ENABLEMENT**

Ask as many questions as you want. Managing customer callback has never been easier. The management portal GUI provides simple configuration and enablement of the callback solution, whilst pre-defined scripts run in the background to enable callbacks.

## IMPROVING CUSTOMER EXPERIENCE

The benefits to Callback, when implemented in line with customer expectations, are many, and not just related to decreasing the number of calls in the queue.

- ◆ When using scheduled callback, a customer can choose the exact time they would like to receive the call, making your customer experience convenient for the caller
- ◆ When used during high call volumes and long wait times, the customer can hold their position in the queue, without having the annoyance (and the cost) of holding on the line.

## BENEFITS TO YOUR BUSINESS

Never miss another call. Even if queue times are short, when presented with a queue, it is proven that as many as 30% of callers to the contact centre will simply hang up and possibly call a competitor (dependant on sector). When a customer knows they will receive a call back with a short wait, they are 90% more likely to wait for the call back rather than call a competitor.

### **But can it reduce my operational cost?**

CCBox Callbacks will smooth out peak call volumes, reducing your abandoned calls and workforce management issues, by moving call backs to less busy periods of the day, allowing the contact centre to reduce headcount during these peaks by up to 12%.

## MEASURING IMPROVEMENT

Reporting templates provide details as to the number of calls within the callback solution, the progress of calls in the system, and the outcome of the callbacks undertaken. All combined with your standard contact centre metrics, enabling a clear view of the benefits and improvements the callback service provides.

With the ease of use and configuration, these metrics can also be used to improve the way in which you offer callback.

**For more information on any of our products or services  
please visit us on the Web at: [www.ccbox.global](http://www.ccbox.global)**