



DATASHEET

In-Call Rescue



Offer a Call-Back to Customers who are Waiting on Hold

Be a hero to your customers. When hold times are too long, give callers the option to “press 1 to get a call-back from the next agent”. Fonolo will handle the rest.

Integrates Easily

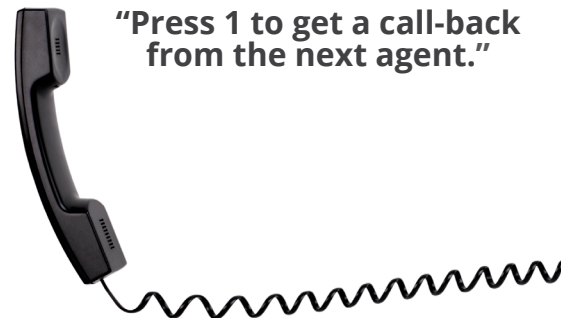
Hooks into your existing call center infrastructure. All of your business processes remain the same.

Improves the Customer Experience

Give customers back what they value the most – their time. Let them schedule a call-back when hold times are too long.

Reduces Cost-per-Call

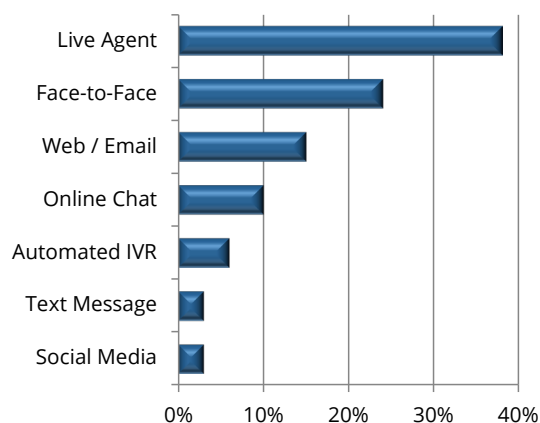
Realize lower handle times, abandon rates and telco costs.



Benefits

- Improve customer satisfaction
- Raise your Net Promoter Score
- Protect your brand's reputation
- Smooth out call volume spikes
- Reduce your telco costs
- No hardware or software to install

The Voice Channel is Critical to Your Business



Source: 2011 American Express Consumer Barometer Report

It's the channel customers prefer for support.

According to American Express, when it comes to support, a live agent conversation is the most preferred channel for anything other than a “Simple Inquiry”.

Call-backs reduce abandonment.

Research from ContactBabel has found that adding a call-back option can reduce abandonment rates by 32%. Whether your call center is focused on service or sales, fewer abandoned calls translates into a healthier bottom line.



DATASHEET

In-Call Rescue



How it Works

When hold times are too long, your customer is offered the option to “press 1 to get a call-back from the next agent”. This is where Fonolo steps in.

1. The call is transferred to Fonolo and our audio prompts confirm the customer’s phone number.
2. Fonolo connects to your call center, navigates your phone menu and waits on hold for an agent.
3. When an agent answers, Fonolo calls the customer back and connects them with the agent.

To your agent, this looks exactly like a regular inbound call from a customer. ANI, CTI, screen-pops and all other processes work exactly as before.

Cloud-Based

The idea of replacing hold-time with a call-back has been around for a long time. Fonolo has revolutionized “virtual queuing” by delivering it as a cloud-based service.

This approach offers:

- Lower costs
- Faster deployment
- Easier configuration
- Better scalability



“The option to hold their place in a queue and go on to do something else is highly appealing, with 75% stating a preference for it.”

- *Global Consumer Preference Report for Contact Centers*

Security Options

Fonolo can be enhanced with a turn-key appliance that will let you comply with strict security requirements (no voice data leaves your data center), while still using the convenience and efficiency of the cloud.

About Fonolo

Fonolo is the leading provider of cloud-based call-back software for the call center. With Fonolo, your customers will never wait on hold again, regardless of where the conversation begins – web, mobile, or inbound call. A growing list of organizations, including the Royal Bank of Canada (RBC), Thomas Cook and Abercrombie & Fitch trust Fonolo to improve the call center experience for their customers.

For More Information

Visit fonolo.com or call Chris McLean, Director of Sales at 1.855.366.2500 x228 or chris@fonolo.com.