



## WHY BESTTIME IS SUPERIOR TO AUTOMATED CALL BACK

The golden rule in the best management of an inbound call center is that when there is an increase in customer waiting time then the center must ensure that all available resources are directed to getting the peak back down to be in line with your customers' reasonable expectations.

Offering automated call back during a peak incoming time only results in a "machine" converting incoming agents into outbound agents. So then WITH NO INCREASE IN THE INCOMING CALL FLOW the call waiting time keeps increasing as there are less agent to handle these incoming calls.

Consequently the peak gets even higher so virtually every caller requests a call back. What does this achieve? Less agents are available to incoming calls and therefore even longer customer waiting times. New callers in the queue get pushed back as the automated call back dialler "converts" a significant number of inbound agents into outbound agents.

BestTime not only allows all agents to remain focused on incoming calls and getting the peak under control more quickly but also offers Dynamic Message Notification (DMN) so they can be informed of the matter they may have wanted to call about (e.g. the gas if off in High Street) without even picking up the phone. Some call centers change the message on their IVR to cover such situations but with BestTime the caller receive this information without even calling.

BestTime does not push a call back to a caller at a time that may be totally inconvenient to them, or not available at that time. It simply informs the potential caller when it suits them that this is a good time for them to call because the waiting time is short.

The smoother traffic flow of calls into your call center as provided by BestTime can also have beneficial economics in the efficient running of your operations.

- Happier customers – they do not have to ring to find out you cannot serve them at that time
- Smoother incoming traffic – peaks reduced more quickly, agent staffing more predictable
- Customers not called back at an inconvenient time – they call you when it suits their other activities and your call center
- Dynamic Message Notification (so they know you are aware of issues before they pick up the phone)
- During lower traffic periods BestTime allows agents to click to call back those who have previously abandoned their call



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