UNIFYING THE CUSTOMER JOURNEY

4 WAYS CALLBACK IN THE CLOUD IMPROVES THE CUSTOMER EXPERIENCE

VQht

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INTRODUCTION

With customers coming at you from every direction – phone, web, social, etc. – it might seem like you have to just pick a channel or two to optimize and ignore the other channels, letting them flounder. But that's truly outdated thinking. And what's more, customers know it.

When you only optimize the customer experience for certain channels, customers know you're shortcutting things, and they resent it. Often they resent it enough to go elsewhere.

But you can halt the mass exodus with a cloud-based solution that integrates all of your communication channels across *all* business units, regardless of size or infrastructure.

Truly integrated communication channels, including social and SMS, might seem like expensive, complicated integrations, but with cloud-based solutions, you can have these features of the future implemented into your business in a matter of weeks – sometimes even in days! VHT Callback for the cloud is a SaaS platform that takes care of the complex processes required to enable callback solutions across your business, providing your business:

1. **Integrated business groups – ensuring a consistent experience**

2. **Elimination of hold time – reducing customer effort while cutting costs**

3. **Quick implementation – meaning fewer disruptions in service and a quicker ROI**

4. **Predicable, subscription-based pricing – making it easy to leverage callback when and where needed**

INTEGRATED BUSINESS GROUPS ENSURE A CONSISTENT EXPERIENCE

When customers call your business, they don't care which unit they're calling. They expect the same experience whether they're talking to your centralized customer service team, your billing department, or a niche tech support group.

According to Accenture's Customer Experience Research, 72% of customers are frustrated with inconsistent service, and frustration drives customers to your competitors. They don't care that your social media team and customer service are different groups in your organization. They just want to know that whether they use Twitter, your website, or the toll-free line, that they'll get the same level of service – and that those units are actually talking to one another. We know that's not always possible, but with smart integrations, we can educate all business units so that no matter who is talking to the customer, they know the most updated info.

72%

OF CUSTOMERS ARE FRUSTRATED WITH INCONSISTENT SERVICE.

Callback cloud makes it possible to enable Callback as a Service across your entire organization regardless of infrastructure. What's even better is that Callback cloud is able to connect all of your business units across *all* communication channels, from phone and web to social and SMS. No customer left behind.

But what good is it to enable callback across all channels in all business units if the customer has to constantly repeat his/her information and the reason for the call? That's why we've created VHT's Callback cloud solution in a way that ensures seamless transfer of information by empowering agents with relevant customer information through contextual data before the connection is made.

VHT Callback cloud is a simple, integrated solution with big customer impact.

TRUE INTEGRATION IS SMART.

Business rules shape VHT Callback cloud, enabling it to provide a great customer experience. The callback approach is at the heart of the VHT Callback cloud.

> In the **agent first callback approach**, the VHT Callback cloud makes an immediate callback into the contact center after the caller has completed the callback registration process. In this model, the cloud will literally do the waiting for the caller. When an agent answers the call, the VHT Callback cloud will interact with them, playing them the name

of the caller who requested the callback and instructing them to press 1 when they are ready to speak with the caller. When the agent presses 1, this is the signal to the VHT Callback cloud to place a second call out to the caller.

In the **customer first callback approach**, the VHT Callback cloud determines when it is appropriate to place a call out to the caller based on the expected callback time and current conditions in the callback queue. A call is first placed to the caller. When the caller is on the line and ready to speak with an agent, the VHT Callback cloud places a second call out to the contact center. This call is routed and prioritized by the contact center. When an agent answers the call, the VHT Callback cloud interacts with them playing them the name of the caller who requested the callback and instructing them to press 1 when they are ready to speak with the caller. When the agent presses 1, this is the signal to the VHT Callback cloud to bridge the two calls together.

So which one is better? The answer is that it depends. The agent first callback approach works great for smaller, slower-moving queues or queues with volatile average handle times where it's harder to predict the expected callback time. For more traditional queues where we're better able to predict hold time, customer first works very well and keeps your agents productive.

ELIMINATION OF HOLD TIME REDUCES CUSTOMER EFFORT WHILE CUTTING COSTS

With VHT Callback cloud, all business units can leverage callback technology, getting customers off your IVR and into the cloud.
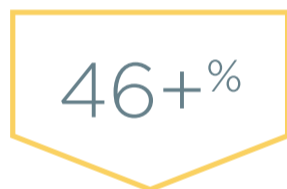
By getting rid of hold time and implementing callback, you also realize customer experience improvements, because customers hate wasting their time on hold. (Did you know that customers are three times more patient when virtually waiting on hold as opposed to physically waiting on hold?) In fact, 74% of customers have a more favorable opinion of a company after receiving a callback.

The financial benefits of callback are well-documented, but to recap, when you get customers off hold, you can smooth peaks in call volume, lower agent handle time, reduce average speed to answer by 30-50%, and recover abandoned calls.

IN 2015, BUSINESSES USING VHT CALLBACK SAW:
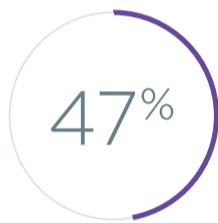
47%	46+%	✓	48+%
WHEN GIVEN THE OPTION, CALLERS CHOOSE TO RECIEVE A VHT CALLBACK 47% OF THE TIME	**REDUCTION IN AVERAGE SPEEDS TO ANSWER**	**OVER 54 MILLION ADDITIONAL CALLS ANSWERED WITHIN SERVICE LEVEL GOALS**	**REDUCTION IN ABANDON RATES**

QUICK IMPLEMENTATION MEANS FEWER DISRUPTIONS IN SERVICE AND A QUICKER ROI

Companies that implement premise-based callback typically see an ROI in less than 12 months, but with VHT Callback cloud, you'll see your ROI much quicker. Great for organizations that are risk-averse, VHT Callback cloud enables organizations to appear innovative and customer-friendly while managing risk with a smaller software footprint.

Because we can implement VHT Callback cloud is less time, you can start offering callback in days, not months. And your contact center will experience virtually no downtime, so new features will be available immediately – not six months down the road after it's rolled out to the entire organization. Our exposed APIs – for the contact center, website, and mobile app – enable developers to rapidly deploy integrated, intelligent callback options within your web or mobile applications.

And the quicker you can implement, the sooner you can save those abandoning customers.

" VHT solutions continue to offer enhancements that keep up with the changing way the customer base wishes to use to interact with our company."

IT ADMINISTRATOR, GLOBAL 500 ENERGY & UTILITIES COMPANY

PREDICTABLE, SUBSCRIPTION-BASED PRICING MAKES IT EASY TO LEVERAGE CALLBACK WHEN AND WHERE NEEDED

Did you know that customers who receive callbacks as opposed to waiting on hold have a more favorable opinion of the business? It's true – and it doesn't take a huge change to your infrastructure to implement VHT Callback cloud across your entire organization.

VHT Callback cloud features a lightweight approach to integration, and when you couple that with a simple subscription-based pricing model, you can leverage callback quickly – and only when you need it. By eliminating heavy, premise-based software, VHT Callback cloud grows with you. You can simplify customer service software and focus

SUBSCRIPTION-BASED PRICING MAKES IT EASY FOR YOUR CALLBACK SOLUTION TO SCALE WITH YOUR ORGANIZATION.

NEXT STEPS

Seriously, you'll see increases in your service level by 7-10% – just by adding callback. What other simple solution will garner such improvements without completely overhauling the contact center? Ask your colleagues about VHT and they'll tell you: it works, and it's worth it.

Convinced that you need to implement callback across your organization, like yesterday? It's easy to get started. You can contact us via our website or email *info@virtualhold.com* to set up a demo.

ABOUT VIRTUAL HOLD TECHNOLOGY (VHT)

Virtual Hold Technology (VHT) offers a suite of complementary, patented solutions that help organizations enhance the customer journey in order to achieve greater loyalty, efficiency and revenue. Multichannel solutions provide the opportunity to enrich the brand and deepen the customer relationship with every interaction. Deployed seamlessly within any single or multivendor environment, our virtual queuing and customer engagement solutions are designed to empower customers, agents and brands. To learn more about how Virtual Hold Technology can help transform how you serve your customers, visit *http://www.virtualhold.com* or email *info@virtualhold.com*.

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