

-4-

What Impact will Callback Have on Existing Technology?

The devil is always in the details, and implementing callback is no different. Whether done properly or improperly, callback will have an affect on your routing, queuing, and agent desk top platforms.

Too often, we see callback solutions pieced together using a voice app, some dialer functionality, and some duct tape. This shows little regard to the challenges that managing a separate queue of callback requests presents to your routing applications, your queuing applications, and your agent desk top application.

ROUTING APPLICATIONS

You depend on the success of your IVR and routing applications to properly identify the customer, their need, and the agent group that is best equipped to serve them. When you introduce callback, you interrupt the data exchange between these two technologies at the time the customer is actually presented to the queue.

Here are some questions around your routing applications we suggest you explore prior to turning callback on in your center:

- What data is the routing application expecting to receive in order to route the call appropriately?
- Once a callback has been made, how will this data be associated with it?
- Are there special routing applications or steps that need to be created to attach data collected from the original inbound interaction to the outbound call
- How will your routing application identify the proper queue to which in send the call?



QUEUING APPLICATIONS

Queuing applications can exist as part of your routing applications or completely outside of them. Regardless, callbacks require special treatment in order to connect the customer with the right agent as quickly as possible. The primary mechanism to accomplish this is through priority queuing.

Our suggestion is that you don't give into the temptation of treating callbacks like second-class citizens. The only calls that should be given priority over callbacks are life-threatening emergency calls (i.e. gas leaks, people who have fallen and can't get up). If the queue doesn't take these types of calls, callbacks should be given priority over all other callers in the queue.



Tip: do not setup special agent groups, skills, or queues for callbacks. You will lose all efficiencies gained with proper virtual queuing of both holding calls and callbacks. The best approach is to queue both types of calls to the same group of agent resources.

AGENT DESKTOP APPLICATIONS

Once a customer has reached the agent, the agent has about two seconds to make a lasting positive impression. It starts with a personalized greeting that includes the customer's name. This information is generally provided to the agent via their agent desktop application and is collected in the IVR as part of the inbound interaction the customer had with your center.

Callback should not interrupt this process. Data collected during the original inbound interaction with the client should be persisted through the callback process and populate appropriately on the agent's desktop.

Conclusion

Callback is one of the few technologies that can leave an immediate, positive impression on your customers about your business. On a customer level, frustration is taken out of the equation by employing a callback solution which provides your customers with the option to exit the queue and receive a callback. By eliminating wait time, you're showing respect for their time, driving a more productive interaction and a more positive customer experience, which contributes to a higher level of brand loyalty and recommendation. Never forget, a great experience is often shared, and a bad experience is echoed through the canyons.

Your callback solution needs to give back to your business-operation efficiencies such as the ability to better manage peak, unexpected, or end-of-day call volume and intelligently perform when your business is closed. Callbacks require special treatment; they're not call-you-when-I-have-a-chance mechanisms. To your customers, callbacks are your commitment to return their call when, where, and how they've designated and with an agent who can deftly and quickly answer their question or resolve their issue. So, make them a priority. And remember, when planning a callback solution, details, processes, and proven experience matter!



VHT offers a suite of complementary, patented solutions that help organizations enhance the customer journey in order to achieve greater loyalty, efficiency, and revenue. Omni-channel 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. Try a demo: 1-888-412-2214.

USA: 800-854-1815, EMEA: +44 (0)20 3633 4644, APAC: +61 (0) 2 8096 8000, LATIN AMERICA: +1 305 807 1311

3875 Embassy Parkway, Suite 350, Akron, OH 44333 | ©Virtual Hold Technology, 2018



Verizon offers a portfolio of services to enhance Customer Experience including Voice Call Back service based on VHT technology. Visit <https://enterprise.verizon.com/products/customer-experience-services/> for more information or contact your Verizon sales representative.