

CircleBack



Improve customer satisfaction and reduce call costs by intelligently offering to return a customer call and reliably meeting that commitment.

Your Contact Centre is being relentlessly driven to improve agent efficiency. You've implemented a top-of-the-line workforce management solution but there are still times when, for no apparent reason, inbound call volumes build and you're faced with impacting fragile customer satisfaction by asking callers to hold for the next available agent. To add to your anxiety, those inbound calls your agents answer all seem to involve enquiries which exceed your Average Handle Time. It's the perfect storm – what do you do?

CircleBack is an intelligent call back solution for Genesys PureEngage that continually monitors your inbound call load and available agents and will offer callers the option of being called back. Your caller's perception of your business will be improved as they no longer must

listen to interminable hold music and can get on with their day. In addition, an optimised CircleBack solution will avoid large queues and associated wait times, high call abandonment and will smooth your inbound call load.

Features

A customer call back solution has two key functions. The *offer* to an inbound caller of calling them back and the *delivery* of the call back the customer requests. Within these two functions CircleBack offers the following features for each queue it's assigned to monitor:

Offer

- CircleBack monitors your queues and agents and will offer a call back when a predefined number of calls are queued or the estimated wait time for

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the oldest queued call reaches the predefined age. If your Contact Centre is small and estimated wait times are hard to predict, CircleBack can begin to offer call backs as soon as all agents are busy on calls.

- To ensure your Contact Centre agents can answer a call back request, call backs are only offered during defined operational hours.
- When an offer is appropriate, CircleBack will play the caller a message advising them of the estimated wait time and inviting them to request a call back. To provide a caller with complete flexibility, they may choose to be called back on a different phone number.

Delivery

To ensure there is a high likelihood of a call back commitment being reliably initiated within the caller's expectations, CircleBack may be configured to place the call back:

- At a calculated time that considers the queue's estimated wait time, configured call metrics and agent or agent group availability. An agent may be optionally reserved in this mode and the caller is connected to that agent; or
- When the caller's queue placeholder reaches the front of the queue. When this occurs, an agent is reserved, the call back initiated, and the caller is connected to the reserved agent.

Integration

CircleBack exposes a RESTful API to allow CRM, scheduling or other applications to raise a call back request for a call to be placed to a customer and presented to an agent at a pre-determined time.

Reporting

To enable complete visibility of the number and age of the call backs waiting to be made, CircleBack offers its own web-based dashboard. CircleBack performance may also be monitored by Genesys' Pulse and CCPulse real-time reporting applications.

Business Benefits

Increased customer satisfaction by reducing call waiting and fitting in with their timeframes.

Reduced telecommunications and IT costs – every minute on hold costs your organisation money - in IVR ports, trunks and 0800 charges. CircleBack could pay for itself in weeks or months - not years.

Opportunity costs – how many customers hold and then abandon, never to call you back? How much does this cost your organisation? What opportunities are you losing – CircleBack minimises those lost opportunities.

Independently developed code – CircleBack does not require Genesys Call Back licenses – we can implement the solution at a fraction of the cost of a Genesys Professional Services engagement. If cost to implement has been a barrier, we remove that from your business case.

Prerequisites

CircleBack is an application layer that is implemented within a Genesys PureEngage solution. To function it requires:

- Supplementary Services Gateway (SSG)
- SIP Server
- GVP

