Cloud-based call-back solution for call centers

March 2013

What Frustrates People Most?

Repeating Information (42%)

Waiting on Hold (17%)

Phone Menus (12%)

Source: Clickfox survey, 2011

Repeating Information

Waiting on Hold

Phone Menus

These are fixable!

Source: Clickfox survey, 2011

Multi-channel call-backs

Remove the barriers for great phone support…

Waiting on hold

Repeating Information

Phone Menus

on all channels…

Web

Inbound call

Mobile

with any call center…

Premise

Cloud

Outsourced

Customers

RBC

SIRIUS
SATELLITE RADIO

allstream

GoodLife
FITNESS

Abercrombie
& Fitch
TRADEMARK SINCE 1892

'yes'
OPTUS

Thomas
Cook

UBC

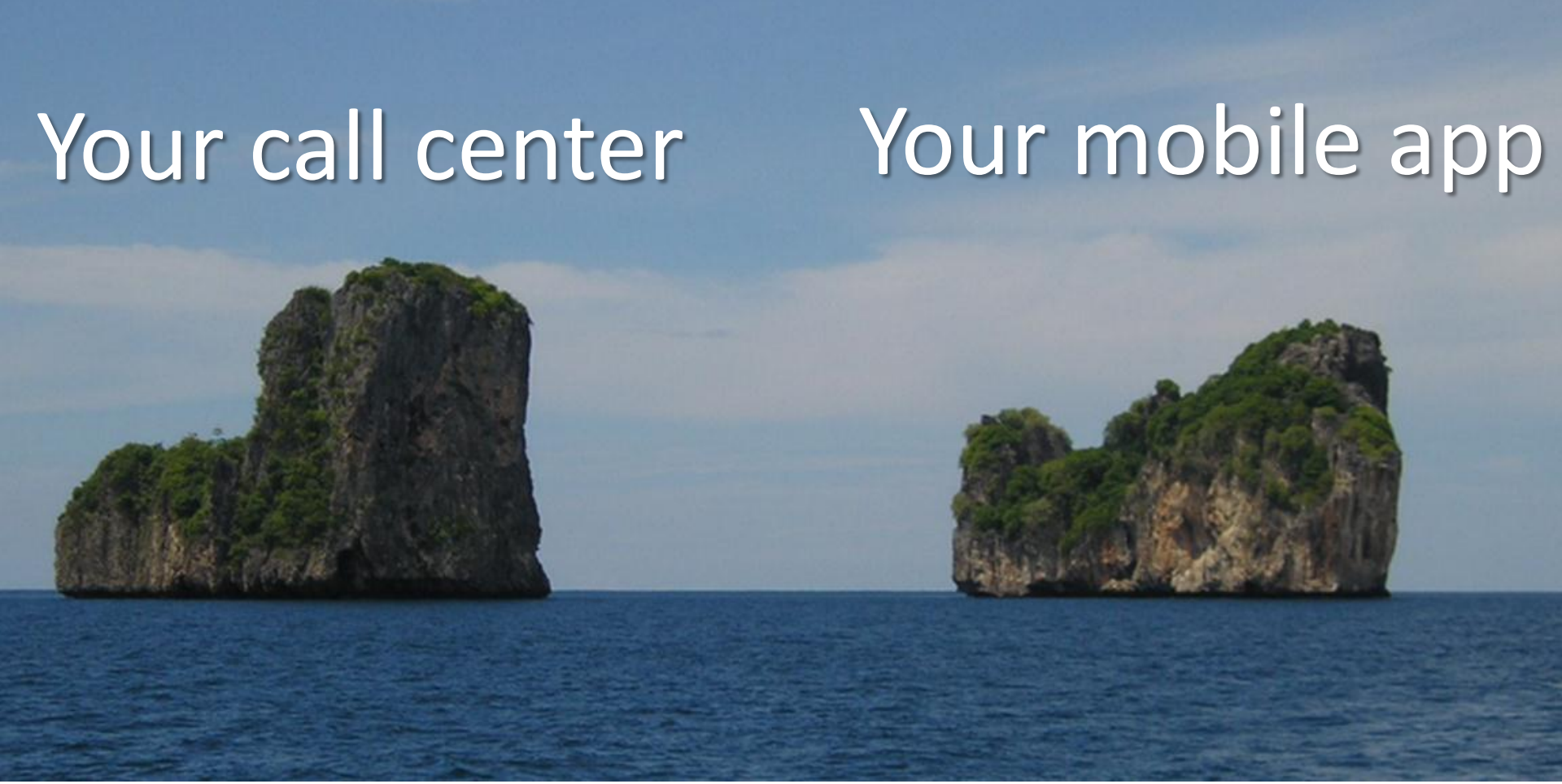
Phone.com
Communicate Better

FARONICS

voip
SUPPLY
everything you need for voip

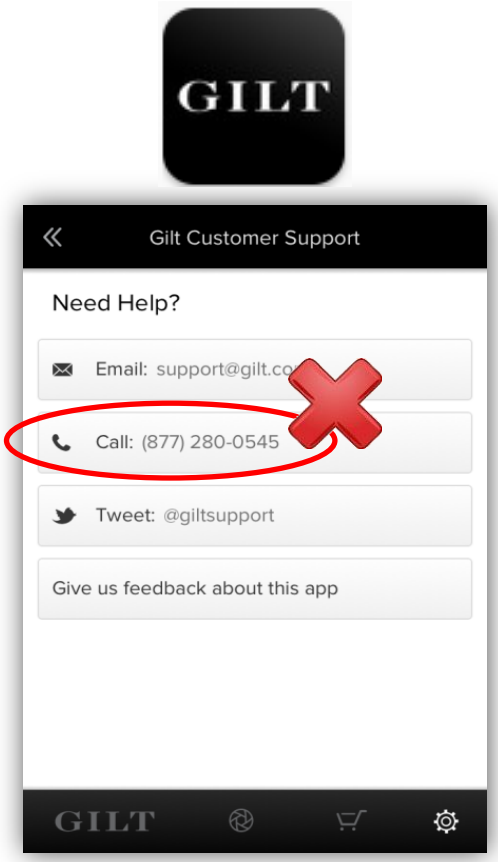
cruises.com

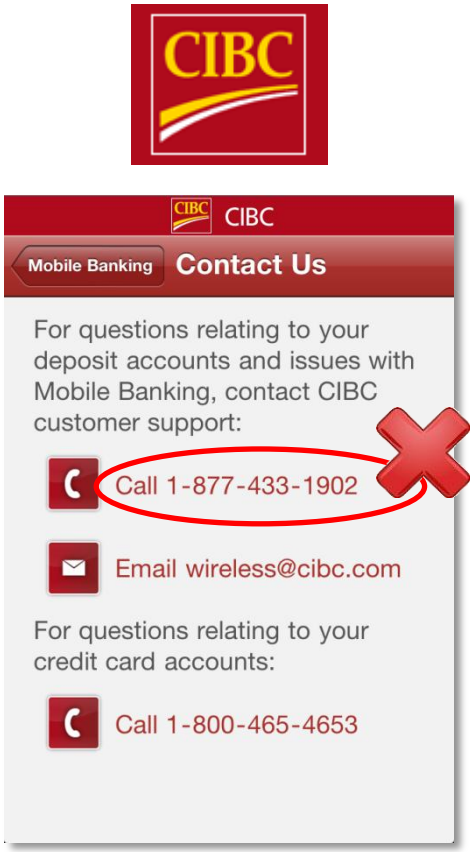
United Services
CREDIT UNION

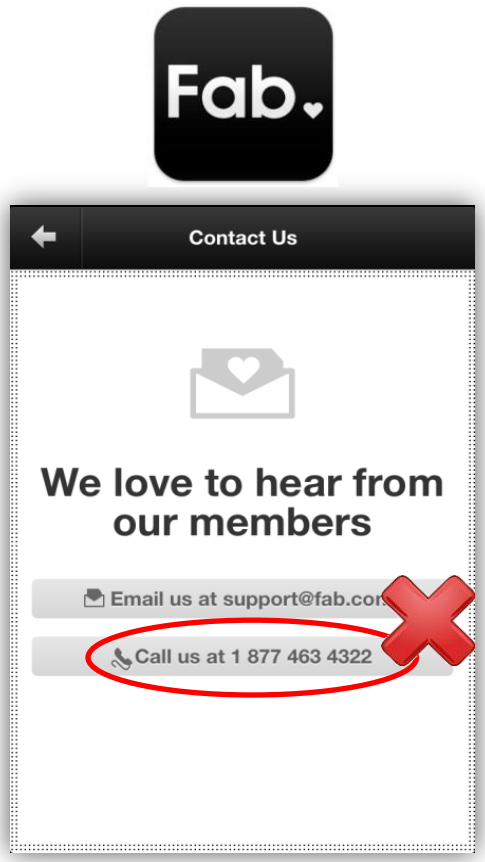


How do you connect them?

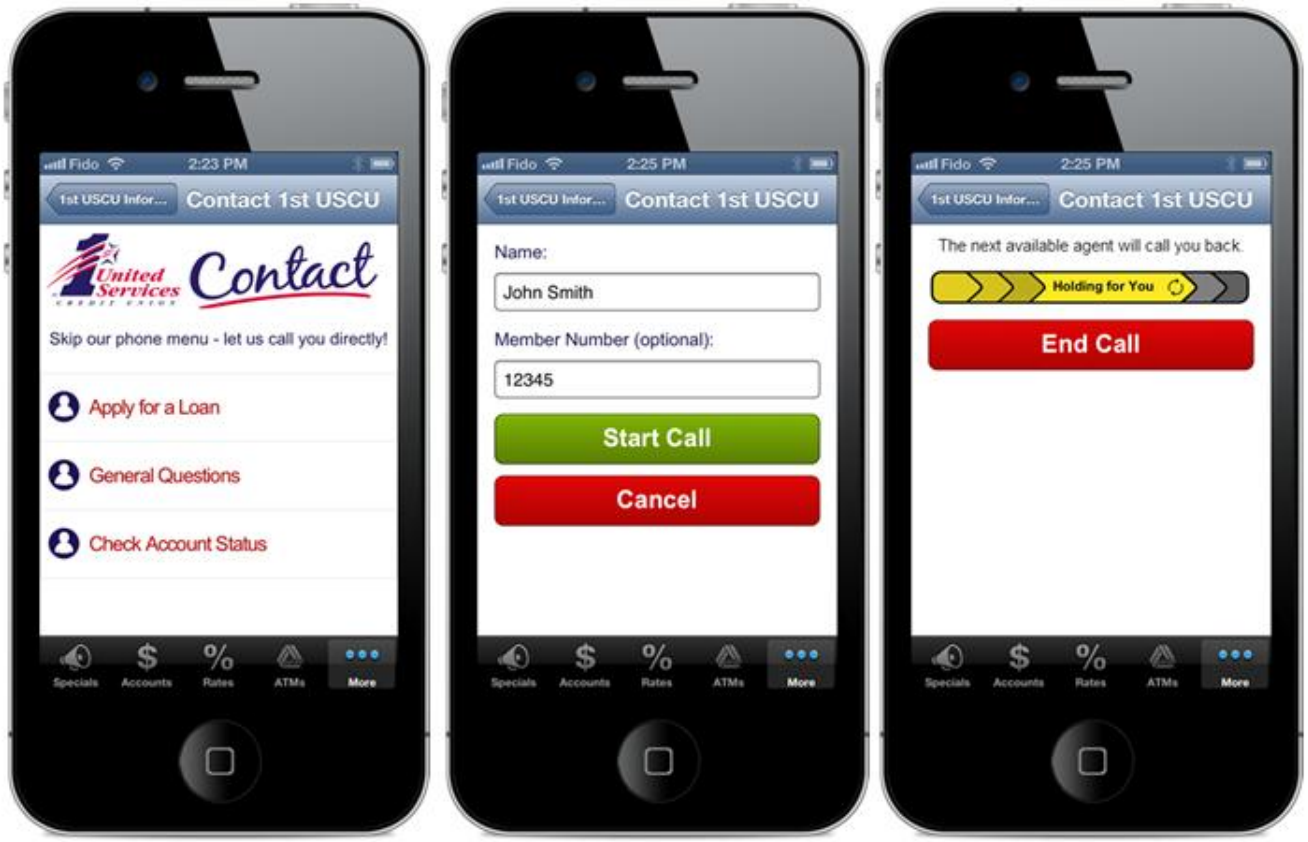
The WRONG Way





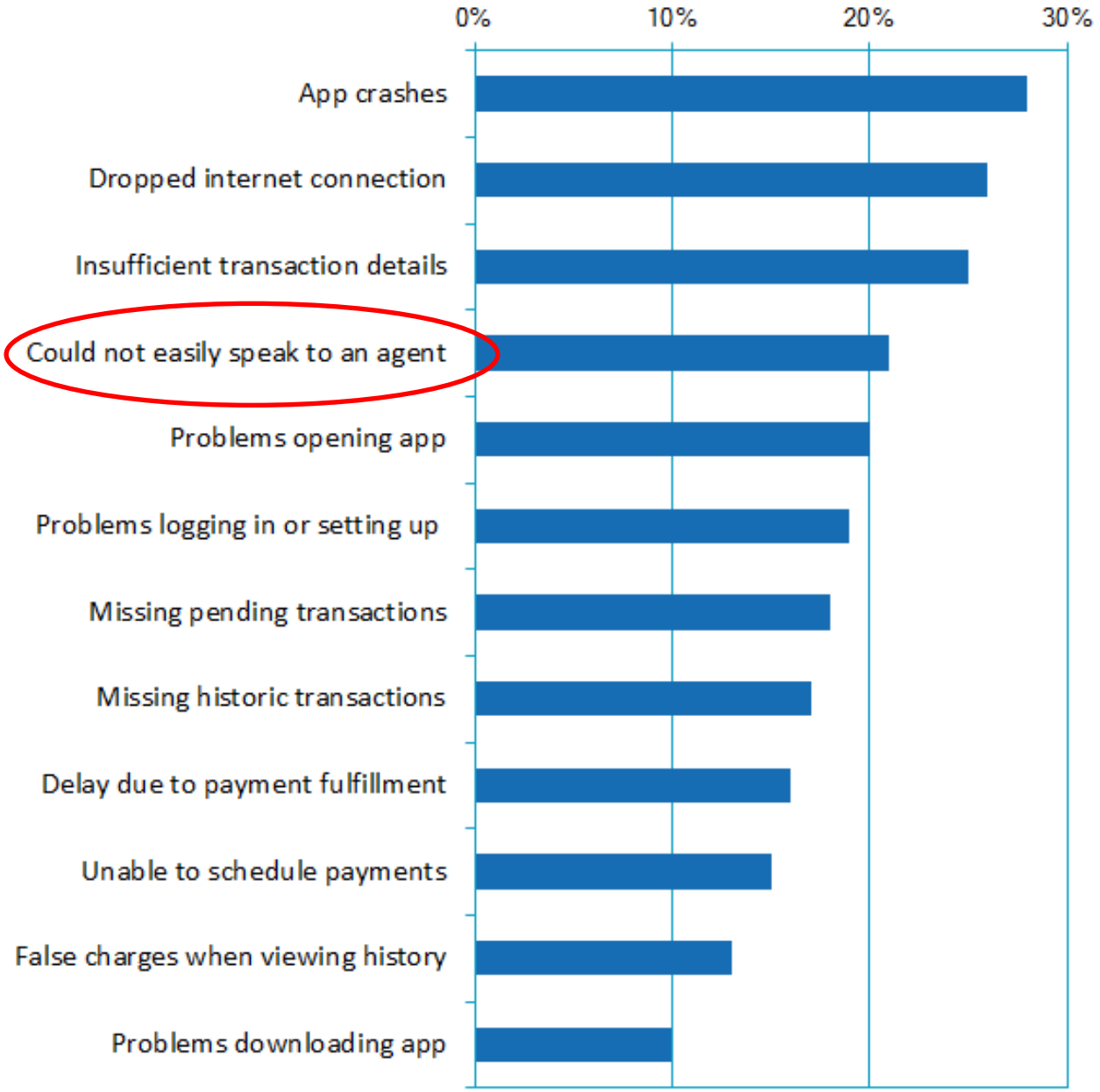


The RIGHT Way



Mobile app for 1st United Services Credit Union

Top Complaints with Mobile Apps



Source: Adcom 2012 study

Build on your ***existing*** voice-based process.

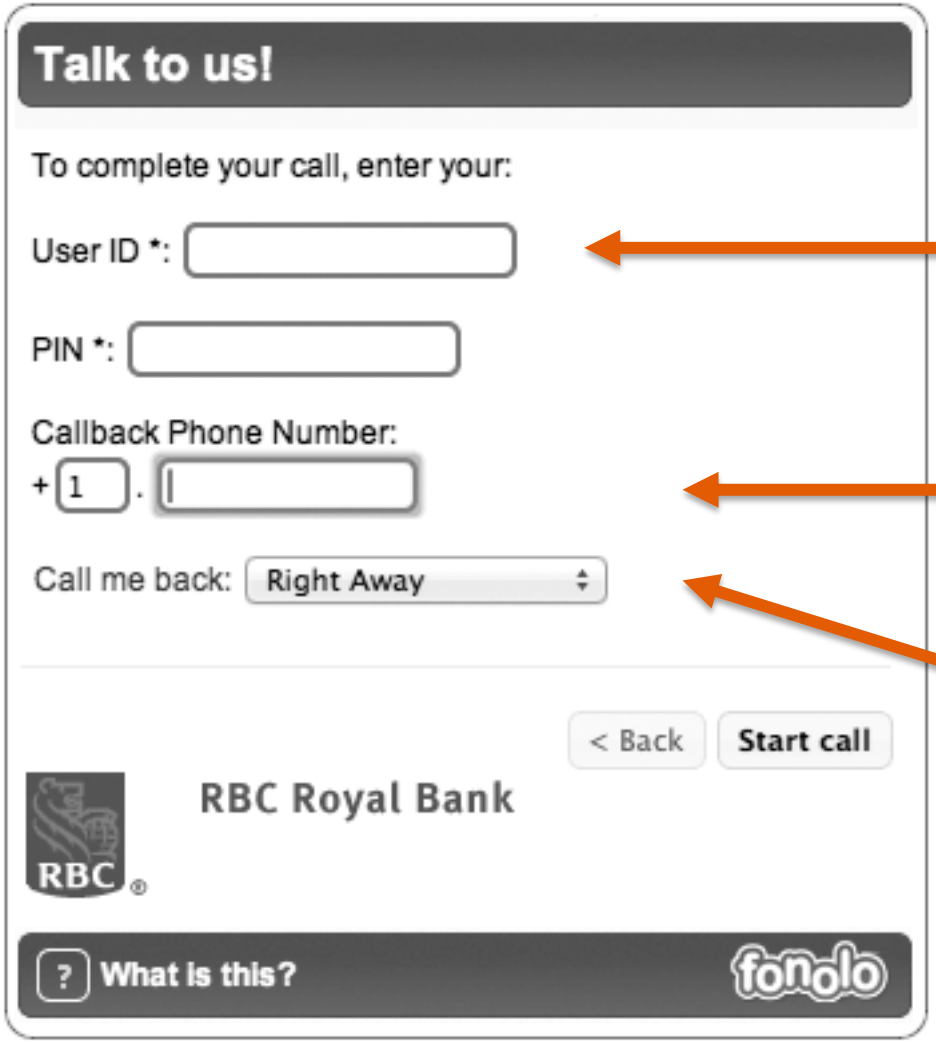
"Welcome to Acme Airlines. For bookings press 3, for weather info press 4, for confirmations press ..."

"You have reached the Acme ticketing and sales information line. Please listen carefully and select from ..."

"Please hold and we will be with you as soon as possible. The average wait time is currently 1 hour ..."

Add a visual interface to your website or mobile app.

It’s not just about customer sat



Reduce cost 3 ways:

1) Shorten handle times.
Collect and whisper info to agents before the call.

2) Reduce telco cost.
Replace hold-time with a call-back.

3) Reduce staffing needs.
Move calls to off-peak times.

Behind the Scenes

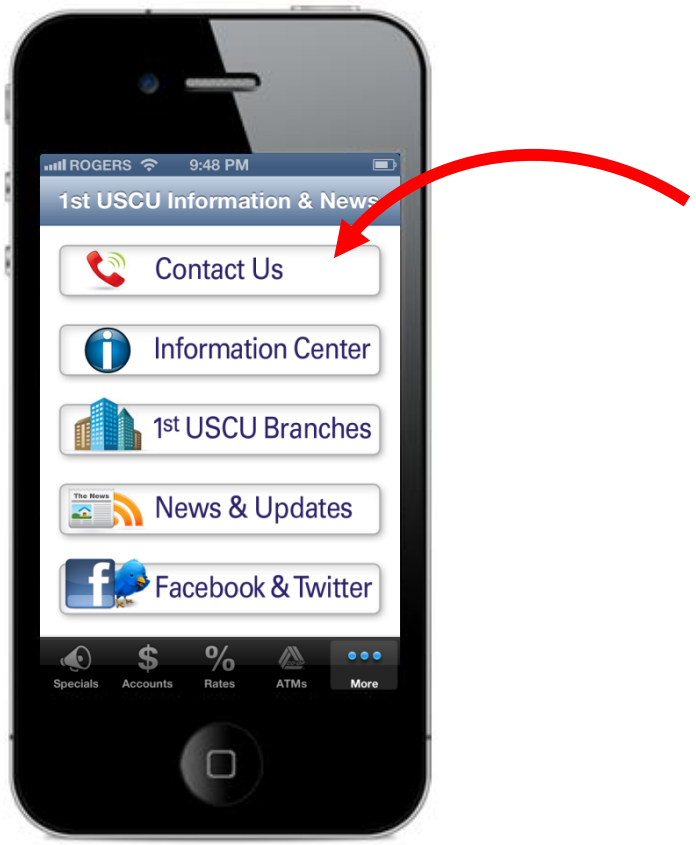
No Infrastructure Changes!

- **Cloud-based**: No hardware or software to install.
- **Low-touch**: Your call center will see regular inbound calls. (Totally agnostic to your equipment.)
- **Efficient**: Leverage the existing investment you've made in technology and business processes.

Case Study

- $800m in assets
- 46,000 members
- 10 branches in California
- 4 call centers
- 9000 calls / month

Adding Fonolo to the Mobile App

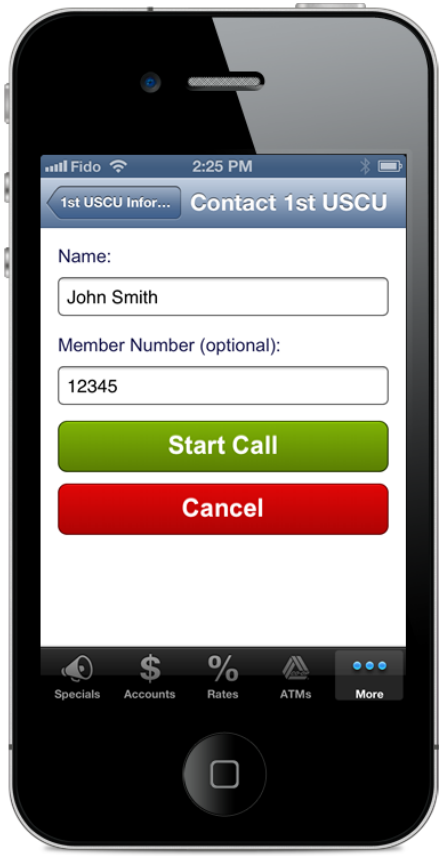


The Fonolo component became the new “Contact Us” section.

Visual IVR

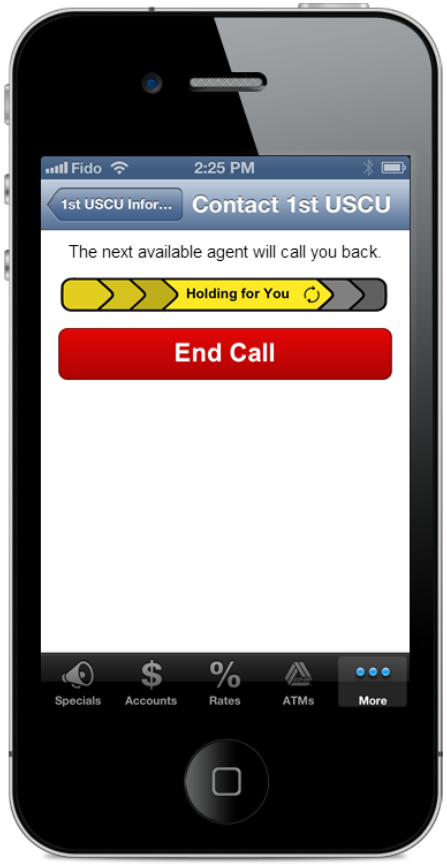
- Visual IVR maps to *existing* phone menu options
- Matches look-and-feel of the app
- *No* changes to the call center

Pre-call Questions



- Ask key questions *before* the call
- Fonolo can feed the info to the IVR (so CTI works as before)
- Or, can whisper it to the agent

Visual Feedback



- It's important to give the user *real-time* feedback about the call
- This has been a big failure point for click-to-call in the past

Reaction?

AGENTS

"Easy to use and the members love it."

"Much simpler than expected."

MEMBERS

"Finally, an easy way to contact the credit union."

"I would not have called you without this option."

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