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
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
Your call center       Your mobile app

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.

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
• 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
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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