

## icCallMe™ Customer Callback

### Value Your Customers' Time

“Your call is very important to us. Let us demonstrate our appreciation by treating you to a 43-minute jazzy flute solo.”

#### Benefits of Customer Callback

- Fewer abandoned calls
- Empowered customers
- Improved customer engagement
- Decreased call volume spikes
- Lowered average handle time
- Reduced telco costs

Despite your best efforts, delivering timely and efficient customer service isn't a perfect science. During times of peak call volumes your callers may experience frustrating and excessive hold times. Providing a callback option as an alternative to being on hold improves the customer experience and builds customer loyalty by proving to your customers that their time is truly important to you.

With *icCallMe*, your callers don't have to wait on hold. They can relax or attend to other matters while waiting to speak with a customer service representative. Our premise- or cloud-based callback system gives customers the option to receive a return call when an agent is available, or to schedule a call back at a convenient time, without losing their place in queue.

#### Key Features

- Enables customer to initiate the callback from web, mobile and IVR
- Presents estimated wait time for *icCallMe* activated call flows
- Supports scheduled callbacks based on operating hours
- Delivers callback to the next available agent automatically
- Works with precision routing
- Secures agent prior to callback initiation for a smooth connection
- Detects answering machine/voicemail to enable agents to leave messages
- Allows callback retries for a configurable period of time
- Tracks callbacks uniquely with detailed reporting (Quick report)
- Call disposition screen available in web page and Finesse/*icDesktop*
- Enables agent to schedule callback while on call via *icCallMe* gadget or web page
- Stores and passes up to 10 call variables from virtual queue or scheduled callbacks

**Caller  
abandonment  
decreased 32%  
with a customer  
callback solution\***

The screenshot displays the icCallMe widget interface, which is divided into two main sections:

- Callback Message and Dialer:** This section contains four buttons: "Call Back", "Play Message", "Skip", and "Close Callback".
- Callback Request Status:** This section includes a "Callback Status:" dropdown menu currently set to "CompletedSuccessfully" and a "Save" button.
- Create Customer Callback Request:** This section contains several input fields:
  - Customer Phone Number:** A text input field with the value "2148971234".
  - Customer's Current Time:** A time selection dropdown menu showing "1:41 PM".
  - Callback Date/Time:** A date and time selection dropdown menu showing "12/31/1969 5:00 PM".
  - Department/Group:** A dropdown menu showing "Support".
- Notes:** A text area with a character limit indicator: "limit 40 characters".

Figure 1: icCallMe widget integrates into your agent desktop

## Additional benefits of customer callback

### Decreased caller abandonment

Two-thirds of customers are willing to wait less than two minutes before hanging up, while a sizable 13 percent thinking that no hold time is acceptable.<sup>1</sup> All this impatience has serious business consequences: each caller hang-up is a sales opportunity lost or a customer frustration left unresolved, and sadly many customers will simply take their business elsewhere.

### Reduced telco charges

icCallMe can also lower telco costs associated with excessive hold times. If the caller isn't waiting on hold, you aren't paying carrier charges. Depending on your call volume, this can result in significant savings.

### Enhance the customer journey

With recent studies showing the number one customer complaint as not being able to get a live person on the phone,<sup>2</sup> and 76 percent of customers citing a callback option as somewhat or very important,<sup>3</sup> investing in a callback solution is a proven way to enhance the customer journey and show your customers that you appreciate them and value their time. The added benefit of potential operating cost savings makes the case for a callback solution hard to dispute. So what are you waiting for?

### Why eLoyalty?

eLoyalty, a TeleTech company, was the first North American partner to achieve Cisco HCS Certification and Contact Center as a Service Designation, has received the Cisco Advanced Technology Partner Certification for Contact Center Enterprise and Customer Voice Portal, and the Cisco Customer Satisfaction Award every year since 2007. We are the only Cisco Cloud Partner offering a solution with this type of increased flexibility and capability incorporated directly into the HCS platform. With a 95 percent client renewal rate, eLoyalty has proven itself a deserving partner as it helps chart customer experience technology roadmaps, implementing cloud systems to provide safer, faster, smarter, and more agile service interactions. For more information, contact us at [solutions@eoyalty.com](mailto:solutions@eoyalty.com) or visit [eoyalty.com](http://eoyalty.com).

<sup>1</sup> Google Consumer Survey, 2017.

<sup>2</sup> "The problem with customer service." Consumer Reports, Jul 29, 2015.

<sup>3</sup> Contact Center Satisfaction Index 2016, CFI Group, 2016.

\* The US Contact Center Decision Makers Guide, 2013



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