

Large International Retail Chain uses Queued Callback to raise service levels by 20%, reduce the abandon rate by 25%, and more efficiently manage call volumes and staffing levels.



CHALLENGE

Spiking call volumes can be costly in many ways

This large international retailer knows that unexpected call volume spikes can occur at any time. Even staffing for anticipated seasonal increases proved difficult. Worse yet, other even less predictable increases in call volumes from events such as power outages, product issues, unanticipated staff shortages and severe weather conditions seriously impacted their ability to satisfy both internal customer service level goals and caller good will, and to effectively manage costs.

Setting affordable staffing levels and acceptable service levels had been an ongoing challenge. The traditional response was to try to balance between increasing the number of available agents at considerable cost versus relying on customer patience during long on hold conditions without jeopardizing customer satisfaction. Responding to unexpected, immediate surges with ramped up staffing proved even more difficult.

SOLUTION

QEWD and QC changed all that

With Queue Estimated Wait Duration (QEWD) and Queue Callback (QC) their customers no longer have to stay on the phone to maintain their place in the queue for the next available agent during long hold time situations.

Now, when call volume thresholds are reached, QEWD/QC automatically informs customers of the estimated wait time for an agent at the beginning of their call and offers them the option of hanging up after requesting a callback.

When their place in queue is reached they receive a callback from a Call Centre agent in the same time frames as if they had endured the frustration of waiting on line.

RESULTS

Everybody wins

Customer satisfaction has improved. Callers feel their time is valued, receiving timely agent interaction without extended time waiting on the phone.

The Call Centre can more efficiently establish staffing levels to handle both predictable and unanticipated call volumes without jeopardizing customer satisfaction, service level goals and cost containment. The automated system smooths out call management for the current staffing level while minimizing customer frustrations.

Lowering the number of callers in queue reduces costs for telecommunications lines and Toll Free charges.

In the end QEWD and QC can pay for themselves.

The Numbers Tell the Story

Offered	Abandoned	Queue Callbacks	Answered	Abandoned %	Abandoned % Without QC	SVL %	SVL % Without QC	Improvement in SVL
1332	420	354	912	32.0%	43.0%	42.7%	22.0%	20.7%

Features

- Fully Hosted Solution
- System automatically activates QEWD and QC during long wait times
- Ability to keep customer's spot in the queue without keeping the customer on the line
- Ability to make callback to the originating number or another number provided by customer
- Agent whisper

Benefits

- Setting customer expectation regarding wait times
- Increased customer satisfaction
- Increased operational efficiencies
- Increased service level
- Lower telecommunications costs

Conclusion

Knowing the estimated wait time gives customers the ability to complete their interaction with the Call Centre while managing their own time more effectively. When presented with extended wait times, most customers will choose to call back later or utilize Queue Callback. This automatically flattens incoming call volume, resulting in more even demand on your agents throughout the day. Now you can increase service levels during peak times without an increase in staffing.

Every minute your customers spend in the queue drives up Toll Free and telecom line costs with no added value to the customer relationship. Queue Estimated Wait Duration and Queue Callback remove calls from your queue eliminating the associated Telecom charges which can often add up to tens of thousands of dollars per month. Those savings alone are often sufficient to cover the cost of QEWD and QC thus providing a cost neutral solution and a better overall customer service experience.

About NuVoxx

Over the years, NuVoxx has developed and hosted a large number of IVR applications to automate and optimize various customer interactions, processes and workflows. Be it front-end IVR, call routing services, product recalls, event cancellations or regulatory notices, NuVoxx has developed applications which produce measurable cost savings while also positively impacting customer experience.

NuVoxx is a global, North American-based service provider, with over two decades of experience in Interactive Voice Response development and hosting. NuVoxx specializes in providing fully managed and hosted IVR services to organizations which choose to outsource their inbound or outbound IVR to professionals. NuVoxx has established itself as the IVR provider of choice for a number of organizations, whenever there is a project or event which requires quick turnaround and rapid deployment by an IVR team.

Contact us today to find out how NuVoxx can help your organization reduce costs while enhancing customer experience.



NuVoxx

the voice for business



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