Never Miss a Call Back

Using a Hosted Dialler for Consistent
Callbacks and Better Service

Hostcomm
Business VoIP Solutions

Contents

About the Author

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Chris is founder and Managing Director of hosted telephony provider Hostcomm. The business was one of the first of its kind in the UK and today offers an unrivalled VoIP network infrastructure. Chris's 20 years' experience in voice and data networking and pursuit of innovative new technologies ensure Hostcomm's services are stable, cost-effective and continuously evolving.

Customer Service depends on consistency

For inbound contact centres, customer service is key. You want to make sure that every call you receive is handled appropriately. And that goes far beyond the few minutes your agents spend receiving an inbound call.

While an inbound contact centre is there to handle incoming calls, the name is somewhat misleading. In fact, those incoming calls are just part of your overall workflow. Throughout the day, there are numerous times when delivering the best service involves making an outbound call. These include:

- ✚ **Returning calls to customers after issues have been investigated**

- ✚ **Calling customers who have made initial contact through another channel, such as your website or email**

- ✚ **Proactively calling customers for satisfaction surveys and to measure your performance more accurately**

Crucially, these outbound calls must meet the service standards you – and your customers – expect. The best customer service is consistent.

With that in mind, it's no surprise that many inbound contact centres are using automated diallers. Even in small volumes, they make outbound calling more efficient and offer new ways to deliver the very best customer service.

Read on to find out how.

With a dialler, you can make queue call backs

Your customers don't like waiting in queues. And your agents don't like dealing with customers who have been kept waiting.

Unfortunately, when your customers are forced to wait for prolonged periods of time, the best case scenario is mild frustration. In fact, customers are just as likely to abandon the call altogether or turn to a competitor. The problem is that there is no accounting for sudden, unexpected spikes in call volumes. When all your agents are busy on calls, there is little you can do other than watch your queue size and average wait times get bigger.

How a dialler helps

A dialler can help smooth peaks in call volumes and reduce the length of time customers are required to wait in a queue. This is achieved using queue callback technology.

After customers have waited for a predefined length of time, an automated message can offer to call them back. If the customer pushes a button to request this service, the dialler retrieves their caller ID number and drops it into an outbound call queue.

Then, it is treated as a standard outbound call. When an agent becomes available, the callback is automatically dialled and passed to the agent when it is connected.

Benefits

✓ Customers are less likely to abandon calls

✓ Call volumes are spread evenly through the day, aiding agent productivity

✓ Agents don't need to manually dial outbound numbers

✓ Agents can begin conversations on a positive note – not with a discussion about queue lengths

✓ Customers get connected to an available agent – without the need to wait in long queues on the phone

With a dialler, you can schedule call backs

The most common type of outbound calling that an inbound contact centre makes is a call back.

There are a wide variety of occasions when it is necessary to end a call with a customer, follow-up on the enquiry, issue, or complaint, and return the call later on. However, in a busy contact centre, it's easy for agents to lose track of the call backs they need to make. In some instances, shift-based work patterns mean call backs need to be passed between agents. As a result, customers are left waiting for promised call backs which never happen.

How a dialler helps

With a dialler, call backs can be automated quickly and easily. When an agent determines that a call back needs to be made, they select the appropriate date and time from an on-screen calendar, and the call is scheduled into the dialler.

The dialler can then make one of two types of call backs:

1 **Agent specific:** If a specific agent needs to make the call back, the dialler does not make the call automatically. This is because the agent may take another call, causing the call back to be dropped. Instead, an alert blinks to remind the agent, who can click to begin the call.

2 **Group call back:** If leads don't have an existing history with a particular agent, the dialler makes the call back automatically, with a high degree of certainty that an agent will be free to take the call.

Benefits

- Agents can schedule call backs quickly, without the need for written notes or careful time management

- Agents can stay focused on handling calls, while they'll be alerted to call backs or they will happen automatically

- The risk of agent error and forgotten call backs is removed from the workflow entirely

- Agents are informed that call backs are needed with a useful on-screen prompt. They can then click to accept and initiate the callbacks.

- Customers receive call backs as expected, every single time

With a dialler, you can automate website call backs

We live in an interconnected world, where customers expect every means of communication to work seamlessly together. But as contact centres diversify across a wider range of channels, it's harder to keep track.

One particularly popular tool is the website call back. From a simple form on your website, customers can request a call back so they:

✚ **Don't need to wait in a queue**

✚ **Don't need to spend money on the call**

✚ **Don't need to wait for slow responses to emails**

However, call back requests are typically processed manually, from a file on a server or an email account. As a result, customers are left waiting for you to get in touch – during which time they could air their grievances on social media or turn to a competitor.

How a dialler helps

A dialler makes outbound calls based on a database of names and numbers. With an application programming interface (API) like Hostcomm's, this database can be integrated with almost any service.

So as soon as a call back request comes through your website, it can be added to your dialler database - without the need for manual input. There, the call can be assigned a specific priority level, which the dialler will use to determine when the call should be made.

With customer relationship management (CRM) system integration, the lead is also automatically created in your CRM, bringing it into your relationship workflow at the earliest possible stage.

Benefits

✓ Web form call backs happen as quickly as you decide they should

✓ Your agents only deal with connected calls, not incorrectly typed numbers

✓ There's no manual administration – so your agents can stay focused on calls, not scheduling

✓ Leads can be automatically created in your CRM for follow-up

✓ Customers get a fast response to their request, so your first impression is a good one

With a dialler, you can click-to-dial

As inbound contact centre managers have begun to realise, even the smallest of tasks have a huge impact on productivity. Repetition turns routine administration into a considerable drain on resources.

Manually dialling phone numbers may seem like a small task. Forty-five seconds spent finding the right record and waiting for the call to connect. But when you multiply that figure by the number of calls all your agents make every week, it's a large-scale waste of time, energy, and money. Not to mention the added time taken up when numbers are dialled incorrectly. And while your agents are manually entering numbers, they could be spending their time where it delivers more value to your contact centre – and better service to your customers.

How a dialler helps

Click-to-dial does exactly what you'd think – agents click a number, and it's dialled automatically. These numbers can be anywhere, from customer relationship management (CRM) systems to websites.

With an application programming interface (API) like Hostcomm's, your dialler can be integrated with any application your agents use day-to-day. Typically, this is your CRM system, an interface they are already familiar with.

So they don't need to waste their time dialling, looking for the right screen, or learning a new interface.

They just click the number they need and get on with the conversation.

Benefits

✓ Agents spend less time dialling numbers manually – so they can spend more time on what matters

✓ Eliminate the risk of dialling incorrect numbers

✓ Agents stay motivated and productive, working faster and with more flexibility

✓ Agents remain in their familiar CRM interface with CRM integration

✓ Agents can stay focused on delivering the best customer service

With a dialler, you can create outbound satisfaction campaigns

As you strive to deliver the best customer service possible, you'll need a way to check your progress and measure your results. One popular method is a telephone-based customer satisfaction survey.

But when your agents are running a survey manually, they're taken away from receiving incoming calls and working with customers. The time-consuming, resource-intensive survey you use to measure customer satisfaction makes your new customers less likely to get satisfactory service.

How a dialler helps

A hosted dialler offers two useful options to conducting outbound customer surveys on any scale.

With a fully-automated survey, an Interactive Voice Response (IVR) system does everything on your behalf. There's no need for agents to get involved – just let the dialler call the survey participants, request feedback, and capture the results.

Alternatively, you can take advantage of a dialler's speed and automation to conduct an agent-led survey more efficiently. When your agents only deal with connected calls, their downtime is reduced, all their admin is eliminated, and your survey is complete in record time.

Your agents can conduct telephone interviews, asking set questions and capturing the answers, using a form in your dialler or a survey application such as Hostcomm Surveyor. In addition, a Wallboard gives the contact centre management a way to see how the campaign is progressing.

Whether you opt for an IVR or agent-based survey, all data is captured to the dialler's database. From there, it can be turned into a range of different reports to help you see where improvements can be made.

Benefits

✓ Carry out automated surveys so your agents don't need to be taken off their usual tasks

✓ Conduct agent-led surveys – but faster and more efficiently than a manual approach

✓ Capture data instantly from within the dialler interface, ensuring its accuracy

✓ Verify data as it is captured to match survey criteria

✓ Retrieve data in crystal-clear reports from within the dialler interface

✓ Share agent performance on a wallboard to help motivate your teams
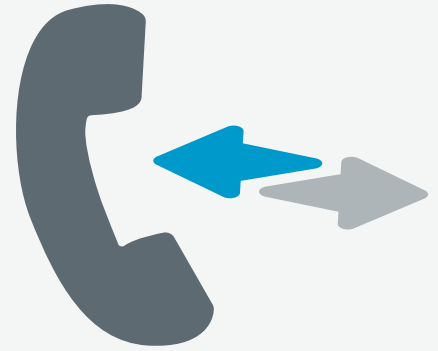
✓ Access real-time reporting on campaign performance

✓ Improve your understanding of customer service standards, and uncover new opportunities to do even better

Make your outbound communications as efficient as inbound calls

From simple click-to-dial functionality to fully-automated surveys with IVR, a hosted dialler gives inbound contact centres new ways to work. Ways to keep agents focused on what really matters – delivering the best possible service to customers.

And with a hosted dialler solution, you can easily scale your usage depending on current demand. For example, you could increase your number of seats to support a one-off outbound campaign, without committing to that scale of service long-term.

Choose a hosted dialler to:

⊕ Save time wasted on manual dialling and routine administration

⊕ Eliminate agent errors with accurate automation

⊕ Keep agents motivated by letting them spend their time on calls and customers, not administration

⊕ Show your customers that you're a proactive, supportive contact centre that returns calls and cares about quality

Get the Advantage of a VoIP Cloud Contact Centre with Hostcomm

Since 2004, Hostcomm has been helping inbound contact centres, outbound contact centres, and other businesses with hosted VoIP telephony services and hosted, cloud contact centre services.

We use our experience in VoIP telephony, SIP trunking, and hosted predictive diallers to deliver technology your business can depend on. And we use our experience in working with contact centres to design solutions that make good business sense. We'll help you find the right technology to deliver tangible business benefits. We'll get you up and running with expert consultancy and training, and keep you operational with ongoing technical support and monitoring.

All as part of a simple, cloud-based service available for a monthly subscription fee – with no capital expenses.

Experience the Hostcomm Difference

Our experience and expertise shows in the quality of our services. Contact us now for a free demonstration and see the difference for yourself.

Talk to us… we are here to help

If you have any questions or require further information, please get in touch:

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