

# Callback Queuing

NEC's UC for Business (UCB) Callback Queuing allows contact centers to differentiate themselves from their competitors.



While some callers are content to wait on the line for the next available agent, many are not. Callback Queuing is revolutionizing queuing principles by giving callers a choice – offering them the option of an automated Callback to eliminate the tedious task of waiting in queue

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## Introduction

Callback<sup>1</sup> adds a whole new dimension to the way in which calls can be handled. Never again will your customers have to wait in a queue. In the past, callers had no option but to wait on hold for service from an agent, or abandon the queue by hanging up. The disadvantages of this scenario are obvious. The caller becomes frustrated waiting, and the contact center can incur substantial telecommunications costs as they pay for their callers to listen to music while they wait on hold.

Callback offers customers choices. While some callers may be content to wait in line, many are not. Callback invites callers to enter their number (if Caller Identification is not available), leave a message (who they are and the purpose of their call), and hang up, safe in the knowledge that they will not lose their position in the queue.

Once the callback has been placed, it advances in the queue as if the caller was still on the line, when the callback reaches the front of the queue it is delivered to an agent.

1. The agent is presented with details of the caller.
2. The message the caller left at the time of requesting the callback is played back to the agent, as that call's "history" is presented to the agent.
3. The agent can then choose either to replay the message, or to dial the number. When they click the Dial button, the system automatically dials the caller's number.

As the callback is treated as if the caller is still in the queue, agents can see the total number of calls waiting as well as a separate total of callbacks currently in the queue. Callback is very flexible and is configurable by queue. Contact center managers can schedule Callback, turn it on and off as they choose, or activate it only when a predetermined threshold is reached.

Callback can also act as an answer phone after hours. As soon as the agents log on in the morning, the calls are immediately presented to the agent for service. This call delivery function is

totally automated. No mailbox needs to be cleared and calls don't have to be requested.

Callback functionality is revolutionizing queuing principles and customer service as callers realize they do not need to wait in a queue to talk to an agent.

## Features of Callback

Callback allows administrators and agents complete flexibility and visibility of configuration and operation:

- Callers can be offered callback during the queue progress announcements.
- The call retains its place in the queue and is automatically delivered to the first available agent.
- The caller's message is automatically played to the agent.
- The agent is presented with a screen-pop with caller information.
- Ability to run report on all callback calls.
- Callback can be used to capture calls outside the contact center operating hours.
- Callbacks that are unsuccessful can be automatically rescheduled for delivery.
- Up to 256 callbacks can be left in the system at any one time.
- Wrapup codes are available specifically for Callback calls.
- Ability to delete callbacks that have repeatedly failed e.g., the callback has been attempted multiple times with no success.

## Benefits

While callers can feel completely confident about leaving their callback request, contact center management and agents are also able to utilize Callback to optimize traffic peaks and staffing lows.

- Being called back by an agent is more convenient for the caller as they can do other things instead of just waiting on the line.

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<sup>1</sup> Callback is available as a single, site-wide license

- Callback dramatically reduces the number of abandoned calls as the caller has a choice to leave a callback request, rather than just hanging up.
- Utilizing Callback for after hours service ensures that more calls are captured, which results in higher contact center productivity.
- Contact center telecommunications costs are dramatically reduced as callers are not physically waiting in the queue and incurring costs.
- Callback can be utilized on an as-needed basis, to support agents and ensure as many calls are answered as possible, resulting in higher productivity and greater profit.
- All the information is presented to the agent, and the system automatically makes the call – simple and easy for the agents to use.
- Ability to provide the caller with options rather than just waiting on hold.
- Managing high traffic periods when wait times become extended thereby reducing abandonment rates.

## Detailed Features

### Criteria for Offering Callback

Managers can determine and configure which callers they will offer callback to, depending on:

- Their position in the queue
- Which progress announcement they are listening to
- Time of day and day of week
- Number of existing callbacks currently waiting

### Information

Managers can also determine which information they want from and/or provide to the caller such as:

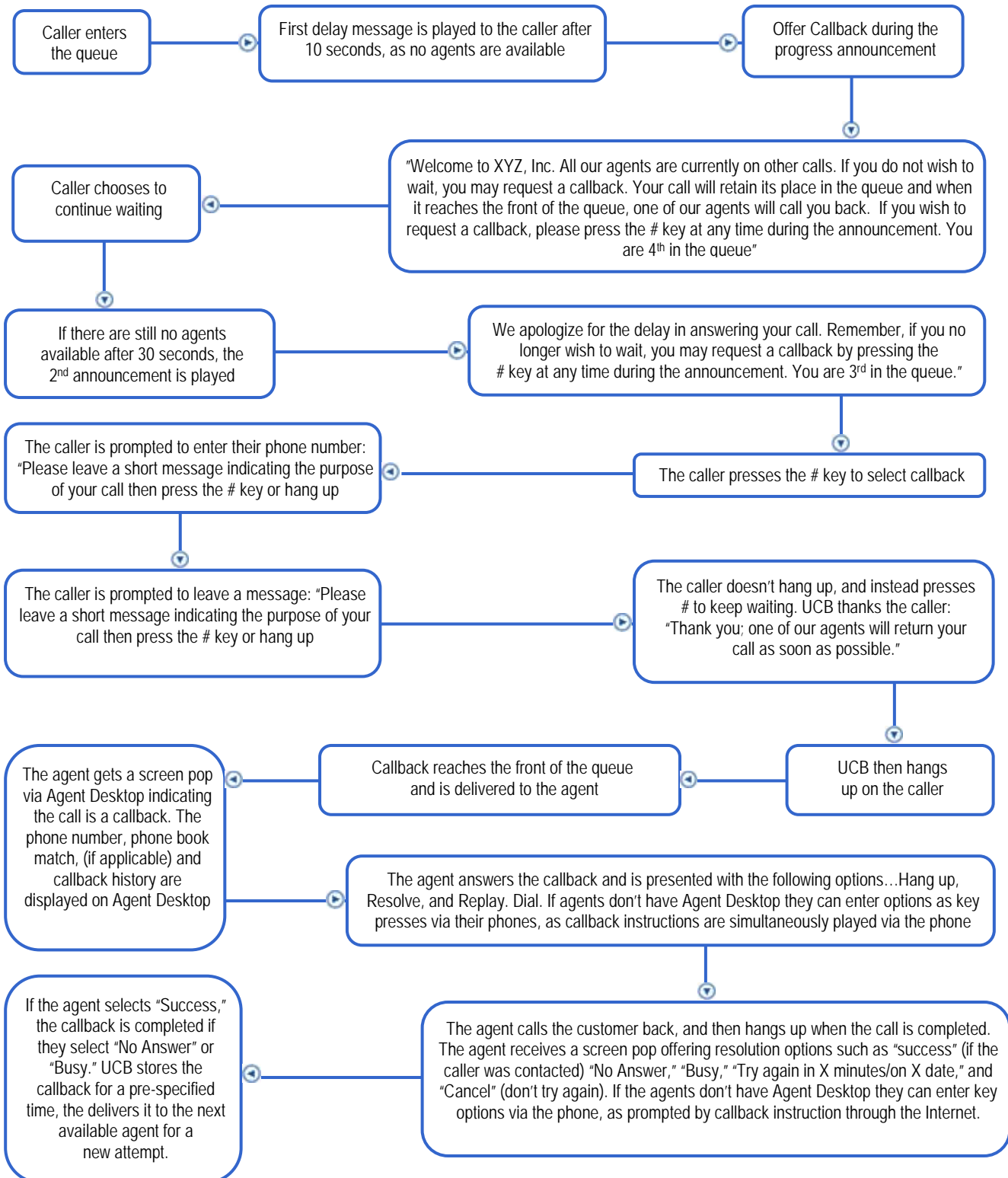
- Phone number
- Extension number
- Message relating to the call
- Playing the phone number the customer entered back to them for confirmation

### Callback Screen-Pop

A screen-pop to the agent's PC (or text message to the LCD screen of a digital phone) provides information about the callback such as:

- Date and time the callback was logged
- The phone number the caller entered
- Details of the queue that the callback came from
- The history of the callback, such as how many times the callback has been attempted by which agents, and the result, e.g., no answer
- The phone number to call back is automatically presented to the agent, who initiates the call with a click of the mouse

## Example of the Callback Process



## Callback Queue Operation Features

### Force Callback

When a queue is in 'Force Callback' mode, all calls arriving at this queue are played a customized announcement (which can be different for each queue). Then the caller is prompted through the Callback process. If CLI/ANI is available, Callback will play back this number to the caller, asking for confirmation that it is the preferred number to be called back on. If it is not the preferred number, the caller can enter an alternative phone number. Callback then asks the caller to leave a message.

Contact center managers can use 'Force Callback' to catch callers that phone just prior to or just after the contact center opens and closes or in periods of very high traffic. With 'Force Callback', the contact center has a higher likelihood of capturing more calls and responding to them efficiently.

In addition, the labor savings associated with regulating the peaks and valleys in daily call flow, allow managers to staff the contact center on the average volume of calls rather than having to hire more agents to handle peak periods.

### Minimum Position

In a queue with a reasonably short talk time it may be more efficient not to offer callback to callers near the front of the queue as by the time the caller goes through the callback process, an agent may have become free. UCB can use a minimum position parameter to elect which callers will be offered callback. This ensures that the callback process is configured so that it does not interfere with efficient call delivery when agents are available.

### Minimum Position Example

A caller enters the queue and is advised by the delay announcements that they are fifth in the queue. If Callback minimum position has been set to 3, this caller will be offered the callback option because their position is above the minimum position. The caller will continue to hear callback announcements as long as their position is higher than third in the queue. Once they attain a position

of third in the queue or less, UCB will no longer offer callback in the delay announcements.

### New Queue

When a caller selects callback, the requests can be stored in another queue for delivery. This allows contact center managers to decide which agents the callbacks are delivered to. Contact center managers can also decide when they would like the agents to action the callbacks thereby optimizing agent productivity.

### New Queue Example

A contact center uses 'Force Callback' for night service. The first day shift agent logs in at 6am; however this is not an appropriate time to respond to callback messages that have been left the night before. Callbacks are therefore sent to a 'new queue', this means that delivery of the calls in this queue can be scheduled for a later time, such as 9am. When the first agent logs in at 6am, they can still have delivery of normal incoming calls, but through automatic scheduling will not receive delivery of any callbacks until 9am.

### Callback Schedule

Callback has day of week / time of day tables which are used to limit the number of callbacks in the queue. Callers are not offered the callback option after the limit has been reached.

The Callback schedule is a most useful tool for contact center managers who want to manage their contact center based on call volumes. The schedule can be configured to offer more callbacks during busy call times and in quieter times fewer callbacks are allowed. The whole process is automatic, allowing contact center managers to introduce callback options without having to manually reconfigure queue parameters.

### Callback Schedule Example

A business may have a television advertisement running at a particular time and know that the call volumes will increase dramatically just after the ad appears. Over that period of time the contact center manager will be able to increase the number of callbacks allowed to queue so that as many calls as possible are captured. After the call volume peak has been reached, the number of callbacks

can be limited so that the existing callbacks can be actioned.

Another example of how this feature can be used is to limit the number of callbacks one hour prior to closing. This will help the agents to clear the callbacks for that day without more coming into the queue. This also avoids giving callers a false expectation that they will be responded to that day.

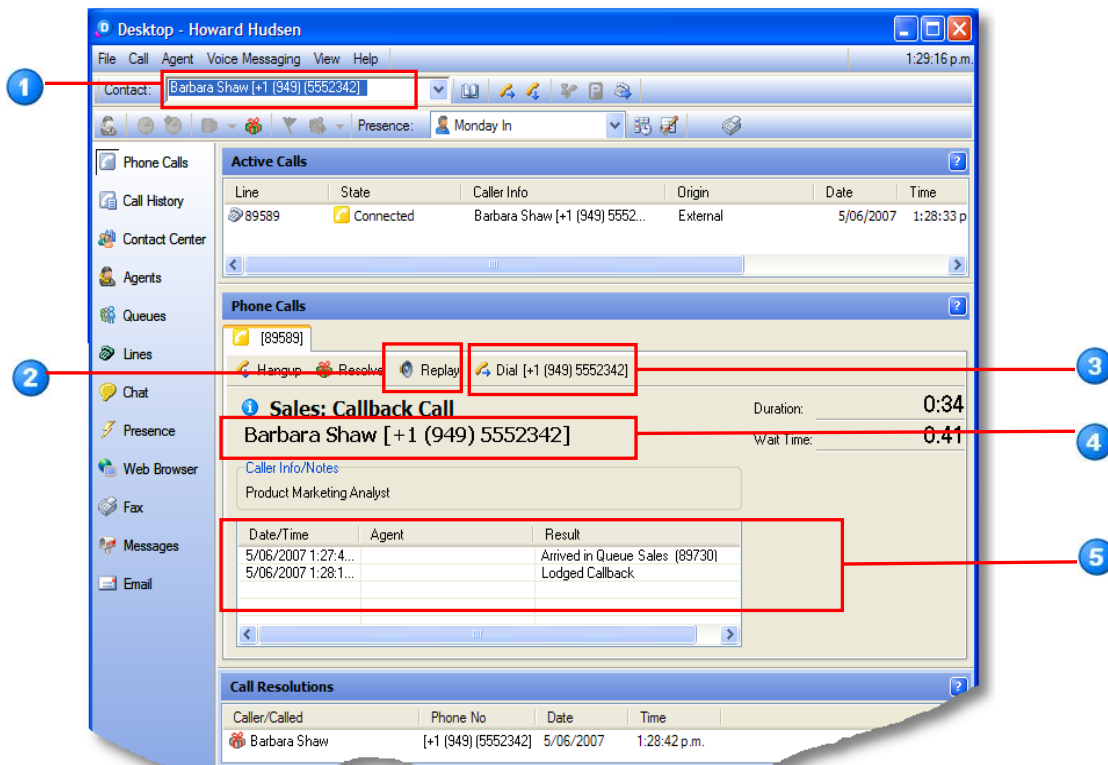
## Callback Agent Operation Features

### Callback via Agent Desktop

When a callback is delivered to an agent's extension, Agent Desktop displays the caller number, caller name (if a Phonebook match is made) and time the callback was logged. If previous attempts have been made to respond to the callback, information about the agent who attempted the callback previously and the results of that callback attempt are displayed in the "previous attempts" field. Agents are able to view the history of a callback at a glance, improving agent efficiency; since there is no confusion over how many times the callback has been handled

In addition to the screen-pop, the message that the caller left is automatically played to the agent through their headset or handset and can be replayed as many times as is necessary to ensure that the agent has received the correct information from the callback message. Clicking the on screen Dial key causes UC for Business (UCB) to take the agent's phone off hook and dial the caller's number.

- 1 If necessary, agents can change the number to be dialed by editing the Call field
- 2 Agents can replay the caller's message if they need to
- 3 Agents simply click the Dial button to connect to the caller
- 4 The callback number is displayed along with the caller name (if matched in the Phonebook)
- 5 The callback history displays which agents, if any, have previously been delivered this callback



## Callback Resolution Codes

The Call Resolution screen-pop prompts the agents to select a resolution for the callback at the end of the call in order to complete the callback. 'Successfully contacted' and 'Do not try again' are the only resolution options that stop the callback from being presented again. If the agent does not enter a resolution code within a set number of seconds, UCB can log them out, put them into Work-time, or put them on a Break.

### Callback Resolution

#### Codes Include:

- Successfully contacted - The agent has successfully contacted the caller and the callback is completed.
- No Answer - When the agent selects this option, the callback will be stored as a 'pending callback'<sup>2</sup> for a set period before the callback is attempted again.
- Line was busy - When the agent selects this option the callback will be stored as a "pending" callback for a set period before the callback is attempted again.
- Try again in x minutes - This allows the agent to enter the number of minutes before the callback is attempted again.
- Try again at x date and x time – Allows the agent to enter the exact date and time the callback is to be re-delivered to an agent.
- Don't try again - This option will delete the callback.

Resolution codes help improve the effectiveness of callbacks, as specific information is logged about the call attempt each time the callback is presented. This information can also be reported on a per-queue and per agent basis for future referencing. Gone are the days of hearing a voice message, deleting it, and then having no reportable records available.

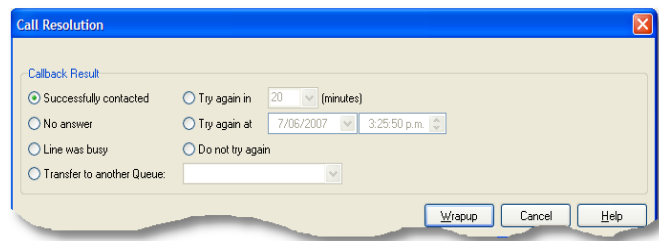


Figure 1. Callback Resolution Code

### Agent Desktop Queuing Screen and Callback

Agents can see which calls are callbacks as they are displayed in Agent Desktop with Callback icon beside them. The total number of new callbacks and "pending callbacks" waiting are shown in Agent Desktop.

Visual representation of Callback activity indicates to managers how call load is affecting the contact center; helping them to make on-the-spot decisions regarding which agents should answer which calls.

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<sup>2</sup>Pending Callbacks are Callbacks attempted previously and resolved with "No Answer", "Engaged" or "Callback When" (deferred Callback) code

- 1 Callback icons clearly show which of the queued calls are Callbacks
- 2 Queued callbacks display, with pending callbacks in brackets

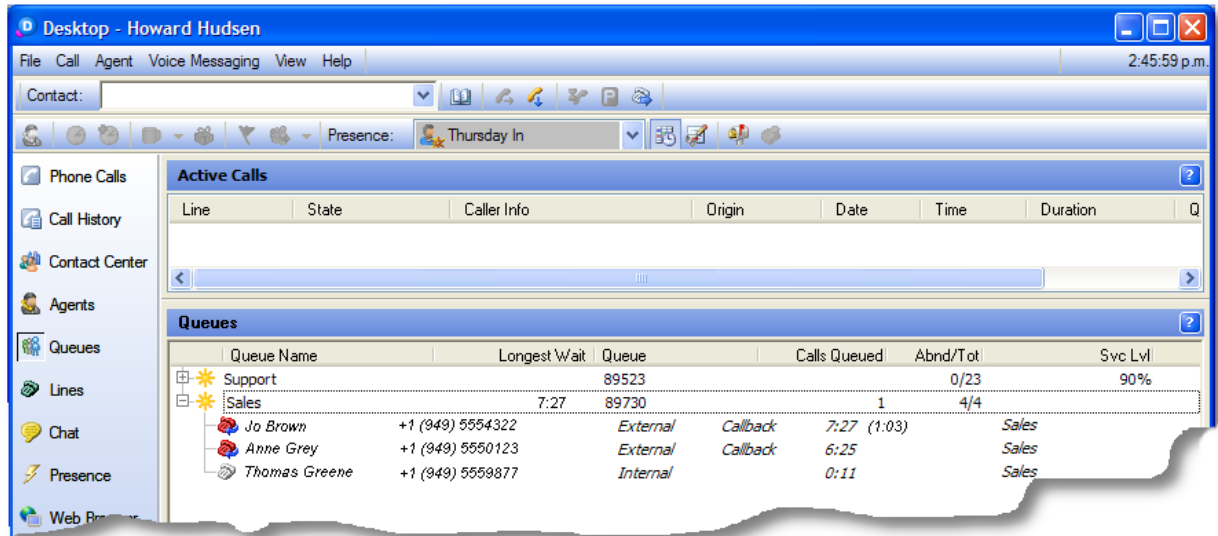


Figure 2. Callbacks queuing in Agent Desktop

### Callback using a Digital Phone

If an agent does not have Agent Desktop they can still action Callback calls. The agent will be presented with a Callback call and the caller's phone number prefixed with 'CB' on the LCD of the agent's digital phone. If the caller has recorded a message it is played to the agent who is then prompted to ...

- Establish the callback
- Correct the phone number
- Listen to the message again
- Cancel the callback
- Enter a 'Try again' value (date/time)
- Resolve the callback

If the agent chooses to dial the caller, when they finish the call and hang up, they need to choose resolution codes via programmed keys on their digital telephone<sup>3</sup>.

<sup>3</sup> This feature is PBX-dependent. Please consult your sales representative for more information

## What Customers think of Callback

“Callback helps us manage our queues without leaving our callers waiting on the line. It also means we can cover off all of the four time zones we deal with. Callbacks submitted overnight are delivered first thing once an agent logs in, this is very convenient for us and it means we can really look after our customers”

Bob Sexton, Director of Operation - Metron North America

“We installed Callback and very quickly found what a benefit to both the customer and ourselves this module was. With the customer being able to leave us a message and not lose their place in the queue the cost benefit to the company was excellent. Previously we employed an outsourcing company after hours. This was not always satisfactory, and costly. Within months we had more than paid for the implementation of Callback.”

Noreen McArthur, Customer Services Manager – Winstone Wallboards

“Callback is wonderful technology at work – it’s all going on behind the scenes, but for both ourselves and the customer it is a seamless exercise that helps us to maintain a high level of service.”

Margaret Klink, Customer Services Manager – Mainland Foods

“We get around sixty callbacks per week; the customers love it, and it makes us look very efficient and reliable. The savings we have made in terms of customer support and managerial time are huge.”

Jonathan Watts, System and Operations Manager - Travel Arrangements

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