



Solution Brief

Nortel Call Back

Empower your customers with the convenience of a call back option provided by a cost-effective and fully-integrated solution from Nortel.

“Please continue to hold — your call is important to us” is the frustrating but all too common phrase customers hear when they call an organization for service during busy times. With the Nortel Call Back solution, however, customers may disconnect immediately and be called back by service representatives without losing their place in the queue. Valuable time is given back to callers as wait-on-hold time is eliminated. Furthermore, with the scheduled call back option, customers have complete control as to when and at which phone number the call should be returned.

Reduce call abandonment by offering the customer time-saving options

during busy or peak periods. Instead of frustrated customers hanging up and going elsewhere, offer a call back service to increase sales opportunities and drive revenues. Build loyalty and experience higher customer retention as the caller feels more valued and in control. Savings could be significant, given that marketing costs to acquire a new or former customer may be up to five times higher than the cost to retain an existing one.

Lower telecommunications costs for toll-free calls by avoiding your company’s cost per minute per call that customers would generate if they continued to wait in queues listening to music.

Optimize agent resources with improved call management during peak traffic times. Reduce the number of representatives needed during busy hours by scheduling call backs during low traffic periods. Given that labor costs represent up to 70 percent of total contact center costs, any reductions in personnel could be of significant value.

Improve customer satisfaction and maximize convenience by offering the caller more choice and control. Call Back conveys a strong message to customers that even when the call center is particularly busy, you value their time and will attend to them promptly.

Improve staff morale and performance by increasing agent interaction with contented customers rather than angry callers who, after waiting for several minutes, often vent their frustration on agents.

Customers will appreciate the convenience of Nortel Call Back

When introducing a new customer service option, it must be simple for both customers and contact center staff to use. Take up and acceptance of a call back service will only be successful if customer calls are returned and not lost in a sea of voicemail. Nortel Call Back delivers value to customers by ensuring that every call request is honored in a timely, reliable and efficient manner.



The customer perspective

When a customer calls, the expected wait time of the required skillset queue is compared against a set threshold. If the contact center is busy and the expected wait time is higher than the threshold, the caller can be offered a call back option. The caller can choose to remain in the queue holding the line or request an immediate or scheduled call back to a number specified by the caller or identified by the calling line ID. For scheduled call backs, the customer also requests the day and time. Other information such as the name of the caller and the reason for the call may also be recorded.

Strong ROI

Running on Nortel infrastructure as an overlay solution, Nortel Call Back can deliver a significant business impact for a low capital investment. Nortel studies indicate that a return on investment of less than a year is possible.

Easy for the agents too

Call Back is fully integrated into the Nortel Contact Center solution, so minimal training is required. The agent receives information on the desktop

screen with all collected customer details while the system makes the outbound call. If the call is answered but the customer is temporarily unavailable, the agent can simply reschedule the call. Calls to answering machines can easily be transferred back to the system for an automated message to be left, saving the agent time and effort. From a contact center management and reporting perspective, nothing is missed with consolidated real-time views and reporting via call detail records.

Reduce speed of answer during peaks

Offering a Call Back option to customers can help manage peaks in call traffic and assist in workforce management by moving calls to less busy times. Many customers that are wait time sensitive will opt for a scheduled call back, which in turn reduces delays experienced by other customers remaining in the queue.

Improve first call resolution

Agents have the opportunity to preview customer requests and look up relevant information from a database before calling them back, thereby increasing the likelihood of assisting customers fully on the first call.

Leverage the same platform for other innovative solutions

Nortel Call Back is a fully integrated software solution based on Nortel's industry-leading customer Contact Center and Self Service solutions. With this platform, many other solutions can be added, such as advanced speech self service, Speech Dial auto attendant, Offsite Agent, call notification services, multimedia contact center functionality and outbound campaign management.

To learn more about Nortel's Call Back solution, please visit www.nortel.com/callback.



Visit Nortel on the Web at www.nortel.com. For the latest Nortel news, visit www.nortel.com/news.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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