

The dilemma for call centres and sales organisations



For any business, there are few things worse for a customer than being promised a callback that never materialises. If you're a call centre, it sends a negative signal that can cost your business. Your company develops a poor reputation for service and reliability. Your supervisors face escalating complaints. Call durations increase, queues build and contact centre performance deteriorates. Worse still, if missed callbacks relate to prospective orders, the impact on your business can be very damaging.

If you're a sales team, a missed callback creates a poor first impression and suggests that customer focus is low on your agenda or that you're inadequately resourced or focused. It makes it easy for your potential customer to realize he or she would be better off buying elsewhere. Again, the impact on your business can be significant.

However, with call centre agents struggling to cope during peak hours and increased pressure on sales teams to deliver, some calls are easily missed in spite of these concerns.



Not with SmartCallback.

How can SmartCallback help?



SmartCallback is a simple solution that helps your business respond when it says it will. It ensures that your customers are always called back at a time convenient to them, and it arms the caller with customer profile information to make the call highly targeted. This way, you keep your customers feeling happy and valued.

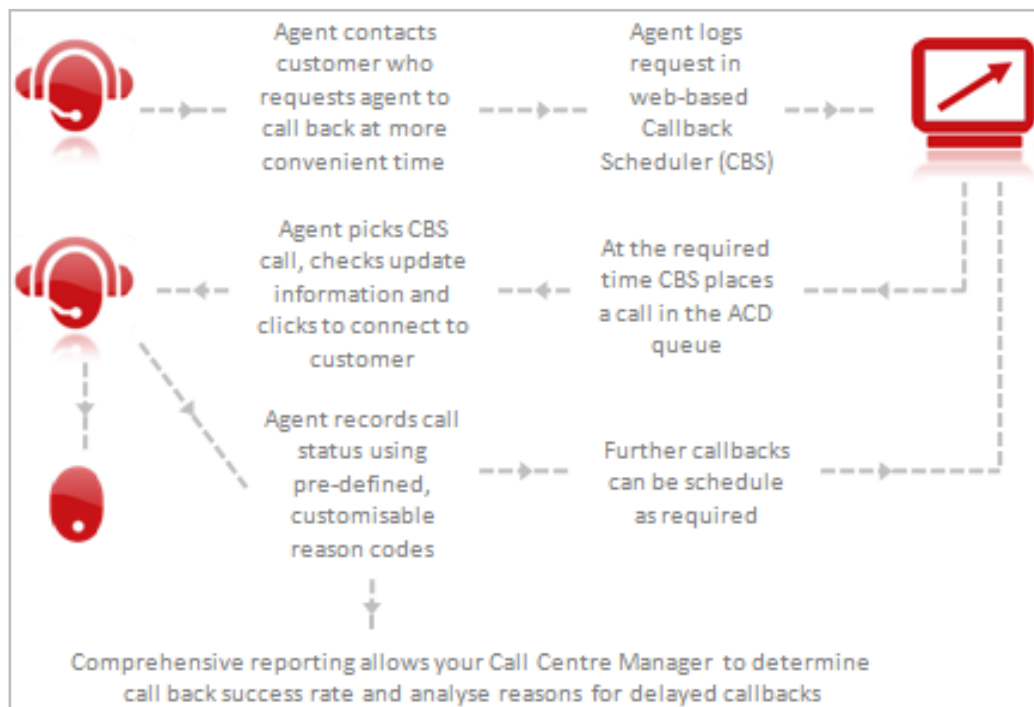
SmartCallback puts you back in control - and it's easy to use.

When call agents log a callback request, they do this via the intuitive SmartCallback standard web interface. This takes a matter of seconds. At the time of the scheduled callback, the agent receives a prompt to access the customer profile so that he/she has all the relevant information to hand. The agent then simply clicks for the call to be made.

This information is then captured as part of an individual or team report which can be easily analysed. Team managers can then see which callbacks have occurred, which have failed and the reasons why. Any further callbacks can be scheduled as required.



SmartCallback ensures your team never misses a customer call. Here's how:



SmartCallback delivers much more than call scheduling

- SmartCallback ensures your business honours its call commitments to customers
- Agent performance is improved since customer profile information is presented before the callback thus minimising Average Call Handling Time (AHT)
- It helps optimise individual performance as well as team performance
- It ensures improving customer confidence and satisfaction
- Improved performance from your resource (and lower AHT) delivers reduced cost of operation
- Full reporting means accountability to ensure you can spot and address areas of weakness quickly

Who can benefit from SmartCallback?

SmartCallback is ideal for any business that makes customer call commitments. It is particularly well suited to **call centres** where agents need to make callbacks to fulfil enquiries. And if your call centre performance is based on Service Level Agreements, it can ensure you hit them.

It is also an excellent sales tool for **sales organisations** since it means agents call back at the right time for a sales opportunity. It also provides accountability for each person's performance.

Contact us

SmartDesk Systems specialises in innovative voice communication systems that introduce new efficiencies for businesses in today's challenging economy. We are partnered with CTL Europe, a dynamic IT & contact centre BPO based in North London. We will be pleased to offer further information on our SmartDesk products or arrange a demonstration.

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