

netcall

your call is our call



## Halifax enjoys the benefits of joined-up customer service with Netcall CallMeBack

By giving online customers the option to request a phone call from a skilled consultant, Netcall's CallMeBack application is helping Halifax increase customer choice, improve service provision and drive online customers to its sales phone lines, thereby encouraging a higher percentage of site visitors to make a purchase. It has also allowed the Halifax's branch personnel to connect visitors to those same skilled consultants by phone when the branch is either busy or cannot deal with a query.

Halifax, which provides personal banking and lending services to around 25 million customers, is a member of the HBOS Group, one of the UK's largest financial organisations. Halifax is committed to enabling customers to contact the bank through their channel of choice, whether it be at their local branch, by telephone or the internet.

### Joined up customer service

Specifically, it wanted to give web visitors the opportunity to request a callback from a trained consultant in its contact centre in order to more swiftly resolve a query. It also felt that a joined up approach to customer service would help increase online conversion rates by making it easy for customers to find out about and apply for new products.

*Chris Hulse, Head of Commercial (E-Commerce), of Halifax explains: "We know that many customers and potential customers use our web site to find out more about our bank accounts and other financial products, but a significant proportion prefer to apply for products or resolve queries by phone. We felt that by offering an instant callback via our web site, customers could choose their preferred communication channel."*

In addition, the Halifax wanted to extend the service available in its branches by offering easy access to telephone and internet-based banking services.

CallMeBack is now operational across a wide variety of financial products on the Halifax web sites.



## **CallMeBack available 'on demand'!**

After investigating callback technology options, Halifax opted to use Netcall's hosted CallMeBack service, through their channel partner, Click to Call Ltd. CallMeBack provides web site visitors with the option to fill in a simple online form to request a callback from a skilled customer service representative, either immediately, or at a more convenient time of their choice.

Netcall's CallMeBack is available as an 'on demand' application hosted remotely on Netcall's fully-managed Intelligent Communications Platform and as such requires no upfront technology investment. It allows organisations to deploy CallMeBack anywhere on the web and connect to any contact centre without needing to install and support hardware.

## **Results**

The deployment of CallMeBack has been a resounding success and Netcall's hosted service now handles hundreds of thousands of callbacks per annum requested by Halifax customers. By offering online visitors the option to speak to a trained call centre consultant, Halifax has been able to drive online customers directly to its sales phone lines, thereby encouraging a higher percentage of site visitors to make a purchase.

Chris Hulse, of Halifax concludes:

*"Finally, we believe that by giving online customers the opportunity to request a call back we have been able to provide a more complete service."*

## **About Click to Call Ltd**

Clicktocall offer solutions to enable businesses to improve the quality of their communication with clients and enquirers in both voice and electronic media. This includes customer interaction solutions and analytical tools and covers technologies such as: web call back; queue avoidance; virtual interactive assistants; email management; web and contact centre analytics; web and application performance monitoring; website usability and accessibility; search engine marketing and more.

## **About Netcall**

Netcall is the leading specialist in callback, auto-messaging and contact solutions, helping organisations increase profits and productivity while improving customer satisfaction and employee morale. Based near Cambridge (U.K.), the company has over 20 employees and is quoted on the Alternative Investments Market (AIM), adhering to the disclosure standards required by the London Stock Exchange.



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