



netcall's **callback** solutions are a deceptively simple way of resolving a multitude of problems with the customer contact process, while actually improving call centre performance and sales.

Responsive communication is at the heart of any relationship. So how you deal with customer contacts is vital to your business.

Netcall's callback solutions, QueueBuster and CallMeBack, have been tried and tested by some of the most demanding blue-chip companies in the world. And the verdict is that they work – our clients see valuable improvements to productivity, sales, customer satisfaction and employee morale in real measures.

If this sounds like another great idea that you don't have the time for, think again.

We know that time and internal resources are scarce, so we've made Netcall solutions quick and easy to get up and running. You can tap into them "on-demand" hosted remotely on Netcall's fully-managed Intelligent Communications Platform™. Or if you prefer, we can install the solutions on your premises. Either way, you don't have to worry about running yet another complex technical project – simply start using the technology and enjoying the benefits



queuebuster

If you handle inbound customer calls, queues are a fact of life. And if you've got queues, you've got problems. Unhappy callers. Damage to your brand. Stressed-out staff. Lost calls. Lost business. Or maybe your queues are manageable, but at the expense of high staff costs to meet daily, monthly or annual peaks.

Either way, QueueBuster can help.

QueueBuster gives your customers an alternative to queuing. They simply leave their details and hang up. QueueBuster does the rest, patiently holding for an available agent and only then automatically calling the customer back.

"QueueBuster is making a significant contribution to increasing our customer satisfaction levels. It has made a real difference to our people, our performance and our customers. A classic win-win-win." – BT Retail

Improved Productivity

According to our clients, QueueBuster measurably improves contact centre productivity.

QueueBuster takes in callback requests when inbound calls peak, and delivers a steady stream of calls back to your agents. Spreading traffic like this means staff are used more efficiently, enabling you to handle up to 15% more calls.

Our clients also find that talk-time reduces – thanks to smoother-running conversations which don't include complaints about the wait. And QueueBuster ensures regulated call centres can meet their Service Level targets – honestly and reliably.

"QueueBuster helped us to contain headcount costs – by removing the need to recruit additional agents to handle daily peaks of just a few hours." – Centrica One.Tel

Happy Customers

Callers are surprised and delighted by the service. Research shows that they feel highly valued by organisations who offer QueueBuster. Even during the

busiest times, they are so impressed that they rate the experience highly. Agents report that most customers start by thanking them for calling back – a great start to any conversation.

"98% of customers surveyed said QueueBuster delivered a positive experience." – KwikFit Financial Services

Improved Sales and Customer Retention

People are hanging up faster than ever before as service expectations increase. And every lost call is a lost opportunity to interact with a new or existing customer.

Using QueueBuster, our clients reduce their abandoned call rates. They capture more new business and retain more existing customers. And agents find they can cross-sell and up-sell more successfully thanks to customers' positive reactions to QueueBuster.

"QueueBuster is paying for itself. It is giving us more opportunity to up-sell and cross-sell." – Skipton Building Society

Satisfied Staff

Being a contact centre agent sometimes isn't much fun. And low morale comes at a cost.

The stress of processing a backlog of impatient callers can contribute to staff absence and attrition, plus recruitment and training costs. Worse: agents under strain can't provide great customer service – damaging both their job satisfaction and your brand.

A frustrated caller makes any interaction more difficult. However, QueueBuster callbacks transform conversations. Customers are grateful that you have kept your promise, which gives agents control of the call and makes their job easier.

"I've been bowled over by the enthusiasm of our call agents for the QueueBuster solution. I have never come across a product that has created so much positive morale in all the years I have worked in the call centre industry." – Prudential



callmeback

Your customers are out there. They're on your website, or in the high street at one of your branches. And they need some expert advice – or maybe you need to talk to them, say to complete a transaction. Your contact centre staff have the expertise to handle these queries – but how do you get the two together, before the customer goes elsewhere?

CallMeBack is the answer. It's the most effective way of handling enquiries from online customers, and from customers in branches who can't be handled immediately by onsite staff.

Clients are finding that the efficiency gains and sales conversion rates from CallMeBack are impressive. And incidentally, their customers are impressed too.

More Sales Online...

CallMeBack on your website gives customers who need help immediate assistance from your staff. It's so effective that its conversion rates beat email, chat, and general enquiries hands-down.

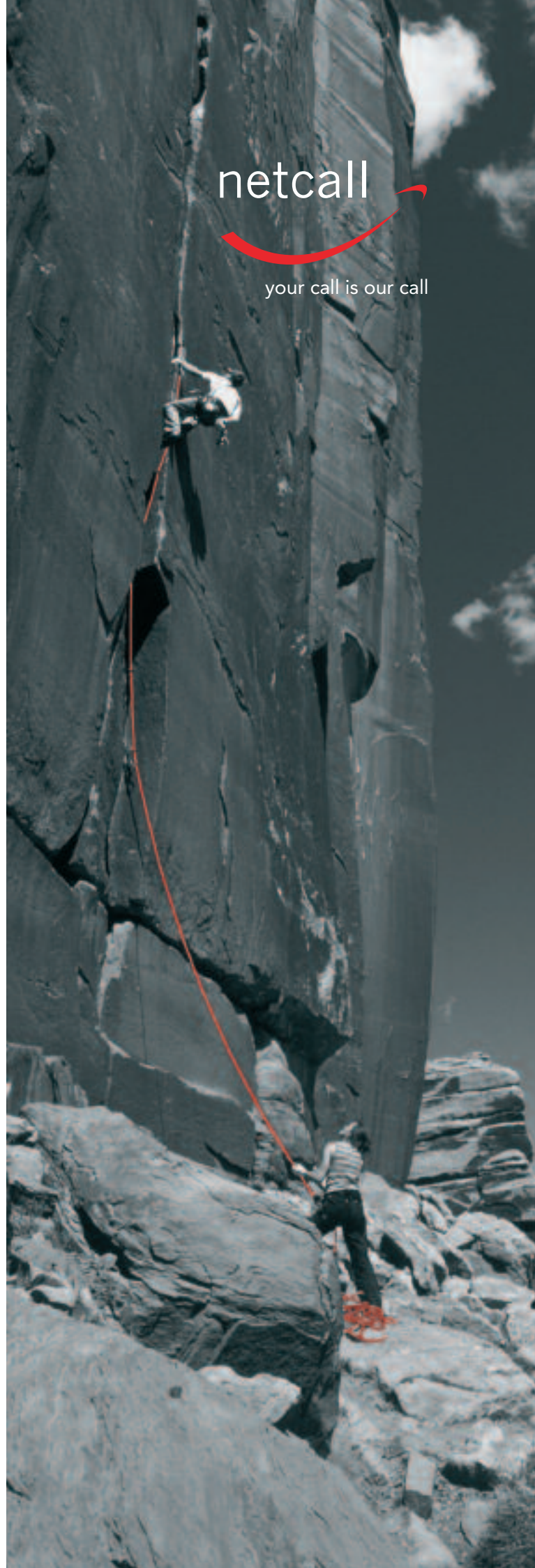
And if you make requesting a callback the final stage of an online transaction, the up-selling and cross-selling opportunities are endless.

“By minimising the delay between interest and action, we attract the highest quality prospects. Nearly 40% of our web callback customers make a purchase.” - BUPA International

...and more 'offline' sales.

In your branches, staff can lose customers when it's busy or the right advisor is unavailable. Rather than hanging around or making an appointment, how many customers go elsewhere?

With CallMeBack, you can stop losing these sales. An assistant on the floor swiftly identifies customers who could be handled by the contact centre. Using a web screen or PDA, they set up a callback to the customer's mobile, which rings with a skilled



your call is our call

contact centre advisor ready to help. The advisor processes the enquiry over the phone – answering questions, giving a quote or taking an order. Phone callbacks can increase sales significantly, and handle customers much faster than face-to-face resolution.

Efficiency Gains

Responding to online customers can be laborious. Turning around emails promptly is a challenge - writing tailored responses demands special training. And each customer query usually takes several emails to resolve. CallMeBack effectively turns web enquiries into inbound calls. Your contact centre gives prompt, first-time resolution; and calls are handled by “normal” staff, with no additional skills or equipment.

There are efficiencies for back-end processes too. For instance, agents taking customer details over the phone means application forms can be sent out pre-filled for signature. Improving accuracy, turnaround and take-up of new accounts.

“Since utilising web callback technology within certain areas of the Norwich Union Direct website, conversions

have increased by over 100% from the traffic we were experiencing via just a telephone number we had within the same pages.” - Norwich Union

Satisfied Customers

The great news is that customers love it. CallMeBack gives them the answers they need, when they need them. CallMeBack prepares agents by announcing details to them before calling the customer – adding to the impression of joined-up customer service.

Customers are happy doing business over the phone. And CallMeBack avoids some common frustrations by finding the right skill-group for each enquiry, and saving customers from waiting on-hold. Leaving them delighted with your organisation and in a great frame of mind to do business.

CallMeBack Plus

CallMeBack Plus enhances the solution even further by giving your agents added detail about the customer enquiry in real-time, using a combination of "whispers" and screen-pop, to put them one step ahead of the caller.

Netcall QueueBuster and CallMeBack can be supplied as fully-managed hosted services or as in-house equipment. These Callback solutions are part of a suite of innovative solutions on the Netcall Intelligent Communications Platform™. Netcall's additional Auto-messaging solutions and Contact solutions have a variety of applications, all of which improve productivity and enhance both staff and customer satisfaction



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