



PureCT™ Server
Callback Q4U

Don't keep your customers waiting!

Keeping customers waiting in queues is costly for your business... ...Q4U is the answer!

Keeping customers in the call queues has wider cost and performance implications than many businesses recognize.

Customer dissatisfaction adversely effects your reputation and leaves a lasting impression of your organization.

And if you depend on your customers for sales, then lost calls will ultimately reduce your profits.

Call queues also increase business costs.

Irritable callers increase transactions times, meaning fewer calls get answered overall. Agents are under pressure dealing with additional stress, which affects their performance and moral, which eventually leads to increased attrition and associated recruitment and training costs.

Customers like to have an easy to use alternative to waiting on hold and over time the call center will achieve tangible cost and

**Specially
designed for**

AVAYA

CISCO

Callback Q4U

Q4U is an automated call back system that enables customers to avoid waiting on-hold, without losing their place in the queue or their call being lost to your call centre. This results in increased satisfaction for customers and reduced operating costs for the call centre. Everyone benefits from Q4U: the customer who no longer waits on hold, the agent who doesn't have to deal with an irate customer, and the call centre which realizes significant cost savings while improving service levels and increasing customer satisfaction.

Q4U Benefits

- Flexibility to manage peaks without increasing staff costs
- Increases service levels
- Agents handle more calls; increased productivity
- Reduces customer hold time
- Optimises call flow
- Reduces PBX resources
- Optimises staffing resources
- Agents deal with customer in a less stressful environment
- Utilizes the features of your Cisco or Avaya call centre

Q4U Business Case

- Does your abandon rate increase during periods of increased inbound traffic?
- Are your callers more irritable during heavy traffic periods resulting in increased transaction times?
- Are you losing market share due to abandon calls, which are lost?
- Is your staffing level set to meet peak traffic, resulting in increased idle time during quiet periods?
- Are you increasing costs by using overtime, outsourcing, or part time staff to manage busy periods?
- Are agents fully utilized when call volumes drop?
- Are your customers complaining about "wait time".?
- Are call duration's increasing at peak traffic periods?
- Are you understaffed during sickdays, holidays, coffee breaks etc. ?

