

Top 10 reasons to invest in PureCT™ Callbacks Q4U

“Welcome to Queue For You (Q4U) Call Centre Callbacks, hang up now and we will call you back when an agent is ready to speak with you. ”

1 Q4U will propel your company into the top league of customer service.

By eliminating the need for your customers to sit in a boring queue and by keeping your promise of a callback, your company image and reputation is going to be propelled into the top league of customer service.

Your customers have friends, and word will quickly spread that your company has the best customer service - the major differentiator from your competition.

2 Good for agents - increase agent performance and lower attrition rate.

Your customers will be saying “thank you for calling me back !”...what a great way to start a call. Your customer is already well disposed towards your company. Your agent is already well on the way to “making the sale”.

Agent stress really does impact your bottom line.

Q4U will mean that your agents will be under less pressure during those daily peaks. Agents will be more effective and less inclined to look around for a new job due to stress.

3 Q4U is a proven solution, certified by Nortel and supplied by local distributors.

Q4U is a proven solution and has been supplied to customers throughout EMEA for the past 6 years. Furthermore, Q4U core technology was developed by CT Solutions 10 years ago and is currently improving customer service for thousands of customers.

Q4U is the only callbacks application certified by Nortel for use on its Symposium call centre products.

CT Solutions products are all supplied and supported through a network of distributors throughout EMEA. These distributors are generally the strongest telecomm distributors in their markets: BT, eircom, Cable & Wireless, Swisscom, Nortel etc.

4 Q4U automatically moves call traffic from the peaks to the lulls.

Q4U works by giving your callers the choice of not waiting in a tedious queue and instead getting a callback when an agent is ready to deal with them. This does not add load to your agents, as the system is completely automatic.

The system is very flexible handling multiple queues and only offering callbacks when the queue times are long. Also, callers can be given ASAP callbacks, or can enter a time they would prefer (or that you prefer - i.e. when the traffic is known to be low) - the choice is yours.

The result is you no longer having to employ excess staff to service the daily peaks in your inbound traffic, while agents are underused during the lulls. Instead, staffing during the whole day is more even, and the workload is more constant.

5 Increase profitability - proven ROI.

If your sales lines have 10 or more abandoned calls per day, then Q4U Call Centre Callbacks will pay for itself in 6 months.

For Sales, Q4U enables you to aim for a 100% Service Level.

For support lines, you can work with less agents while maintaining customer satisfaction levels thanks to Q4U Call Centre Callbacks.

The business case for Q4U is simple - handle the peak traffic with the same or less agents. And at the same time get the best customer service reputation possible.

Reasons 6-10 on the next page...

Top 10 reasons to invest in PureCT™ Callbacks Q4U (contd.)

6 Improve first call resolution rate

100% "first call resolution rate" means that every issue raised by a customer on a call, is fully dealt with on the same call. No follow up call is needed. And, more importantly, the customer is fully satisfied and does not make another call on the same issue.

Take control of the pace of incoming calls.

The main issue, outside of your control, in achieving this target, is overloaded agents. No matter how well prepared and trained they are, if they are overloaded then, through stress, the "first call resolution rate" drops. This means either follow up calls have to be made or even that the customer will call back on the issue again - increasing traffic again for your call centre.

Q4U, by reducing the overload and stress on agents, will help keep your "first call resolution rate" up where you want it.

7 Don't leave payphone and mobile "pay-as-you-go" callers out in the cold.

You may be missing sales or, worse still, not living up to your service obligations, when it comes to those who use mobiles or payphones. These callers frequently have to hang up while in the queue, due to running out of credit or coins!! With Q4U you can now capture these customers and provide the expected service. Q4U can even be set up to automatically detect callers from mobiles or payphones and only offer Q4U service to such callers.

8 Eliminate effect of unexpected staffing level variations.

Whether it is due to absenteeism, training, meetings, long breaks, unknown or other reasons, staffing levels are almost never what you have planned for. This means that you can never be sure of the call handling capacity of your contact centre. But with Q4U, the effect is no longer felt by your customers having to wait on hold for long periods or your staff becoming stressed due to extra workload.

9 An easy to implement and inexpensive solution

Q4U is an easy to implement solution in many ways. For agents, the training is minimal. For management, the impact amounts to deciding when and how the Q4U option should be offered to callers and on which queues. For IT, Q4U is an easy implementation that should be less than a day to get up and running - then take as long as you like to discover the many optional features.

Q4U is not an expensive solution and will make sense for call centres of 5 or more agents.

10 Part of the PureCT™ Server application suite.

PureCT™ Callbacks Q4U is part of the PureCT™ Server system. PureCT™ Server is a suite of intelligent applications that add value and intelligence to your call centre operations. This in turn will save you money and provide superior customer service. Q4U being part of PureCT means you can add intelligent modules in a seamless way and with no fuss. Examples of the modules you can add are:

- Soft Phone
- Agent desktop Real Time Display
- SimpleDial predictive & Progressive Dialler

Many more at www.ct-solutions.com