INI SureConnect™ Use Case

Allow callers to escape from queue and request a callback.

INI SureConnect™ allows callers to be called back rather than wait in queue while smoothing spikes in busy contact centers. Providing callers the opportunity to choose an automated callback reduces abandoned calls, and associated toll costs, reduces hold times, and significantly improves service levels

INI SureConnect provides two different methods for connecting callers to agents:

Caller First, ideal for non-complex calls, launches the callback request without agent intervention and connects the caller when they are next to be served

AgentFirst, ideal for complex calls, enables the agent to review relevant information about the caller before the call is connected, creating more efficient call resolution

CallerFirst Method

CALLER			CALLER	AGENT

12 MIN Continues to hold

Requests a callback

INI SureConnect waits in queue instead of caller

Caller connected to agent
Total hold time
1 min

Agent resolves the issue

Caller connected to agent
Total hold time
12 min
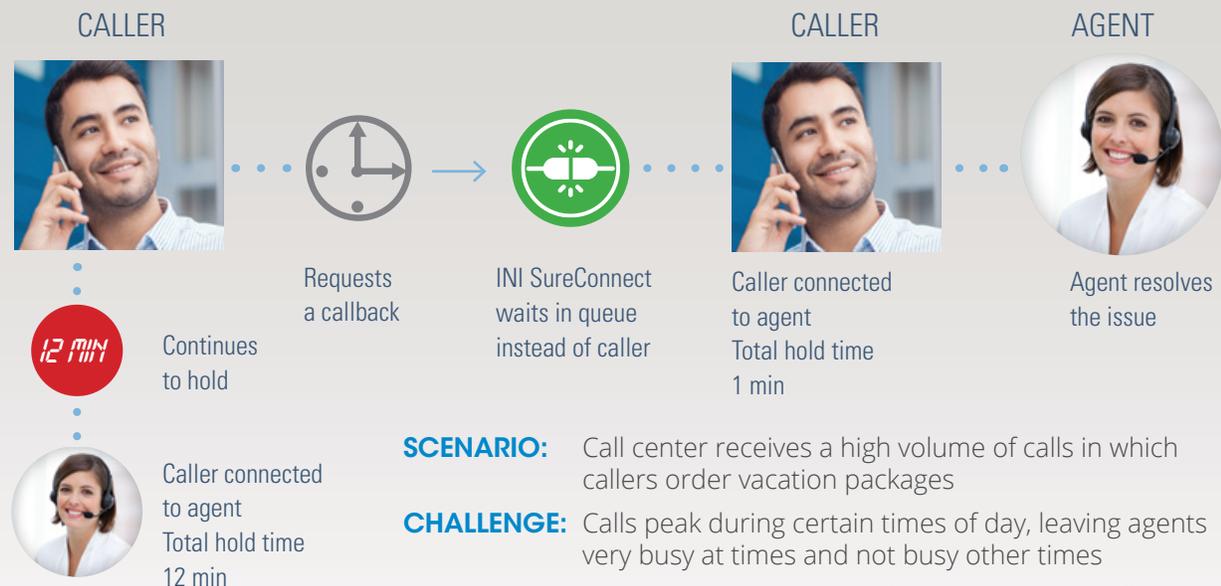
SCENARIO: Call center receives a high volume of calls in which callers order vacation packages

CHALLENGE: Calls peak during certain times of day, leaving agents very busy at times and not busy other times

SOLUTION: INI SureConnect allows callers to request a callback, freeing callers up to do other things while INI SureConnect does the waiting. Call center is able to reduce their abandoned and repeat calls by providing callback

Interactive Northwest, Inc.
Customer Experience Solutions

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AgentFirst Method

CALLER

AGENT

CALLER

Requests a callback

Records message about their issue

INI SureConnect waits in queue instead of caller

Agent reviews caller's recorded message

Agent initiates callback

Connected to agent 1 min

12 MIN Continues to hold

Caller connected to agent
Total hold time 12 min
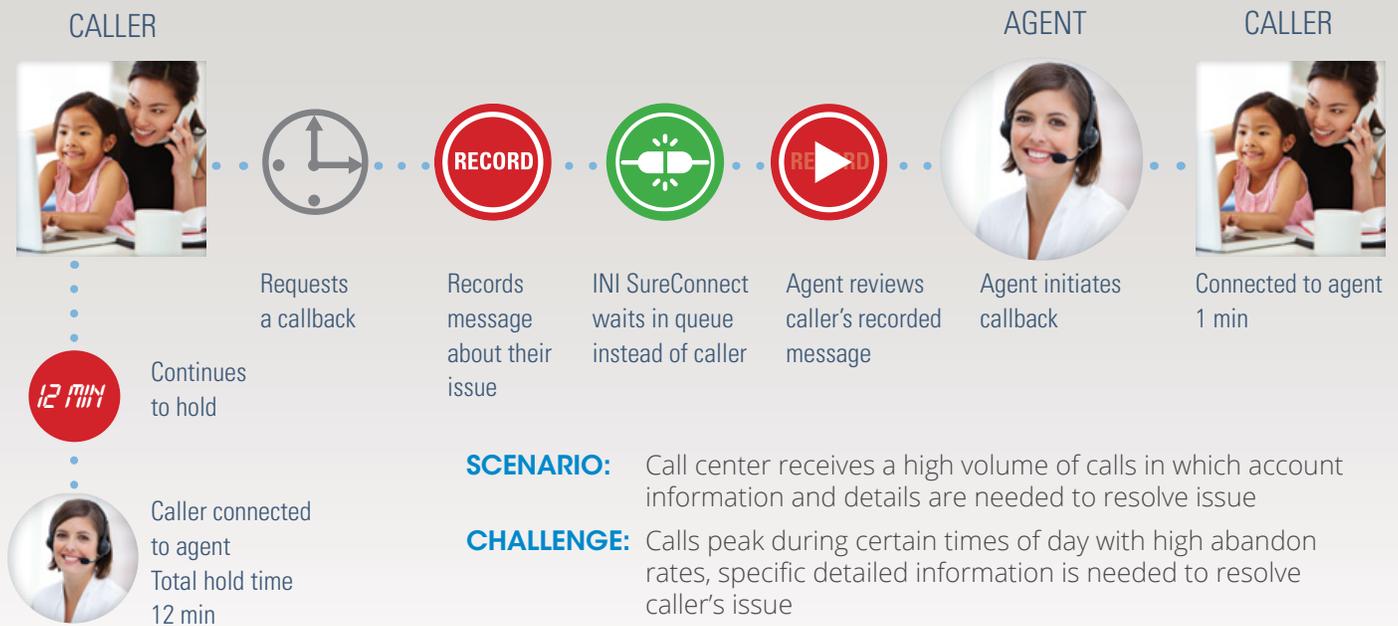
SCENARIO: Call center receives a high volume of calls in which account information and details are needed to resolve issue

CHALLENGE: Calls peak during certain times of day with high abandon rates, specific detailed information is needed to resolve caller's issue

SOLUTION: INI SureConnect AgentFirst allows callers to record information about their issue, enabling agents to review it before callback. Callers are free to do other tasks until they receive callback

OUTCOMES:

Reduced hold time

❖

More efficient call resolution

❖

Reduced agent talk time required

❖

Greater caller satisfaction

Additional Benefits of INI SureConnect™

✔ Notable ROI by reducing inbound toll costs
✔ Improved caller and agent satisfaction
✔ User-friendly, web-based intuitive interface
✔ CallerFirst and AgentFirst method can be active on same system

Complementary Applications

Applications that integrate tightly with INI SureConnect to add value to your Contact Center may include:

· Account Inquiry
· Pay-by-Phone
· Advanced Call Routing (INI LaunchPort™)
· Benefits Eligibility
· Help Desk
· Order Fulfillment
· Order Status
· Surveys
· Office Locater/Directions
· Answers to FAQs
· Outbound Reminders/Notifications

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