



INI SureConnect™ for Financial Institutions

Contact center volume can be as volatile as the stock market: a series of peaks and valleys that are almost impossible to plan—and staff—for. INI SureConnect provides customers an alternative to waiting on hold for extended periods of time by allowing them to request a callback from the next available agent or schedule one for a later time. INI SureConnect helps smooth spikes in busy contact centers, reduces abandoned calls, decreases hold times, and significantly improves service levels by removing wait time from the equation.

How It Works

INI SureConnect eliminates wait time by dividing a normal inbound call into two segments: a request phase, and a delivery phase. During the request phase, callers may opt to receive a callback rather than wait in queue. The customer can hang up and resume business as usual until it's time to speak with an agent. INI SureConnect then places an outbound call, connecting the two parties when it is mutually convenient.

Solution Details

INI SureConnect offers two different methods for connecting callers to agents. The **AgentFirst** option, ideal for complex calls, enables the agent to review relevant information about the caller before the call is connected, creating more efficient call resolution. Information provided by the caller during the Request phase—even a recorded message—can be previewed by the agent in Agent First mode. Alternatively, the **CallerFirst** option launches the callback request without agent intervention and notifies the caller when they are next to be served. With INI SureConnect, both modes can be enabled on the same platform, ensuring maximum flexibility for organizations with multiple contact centers or specialized queues.

Why Use Callback?

- ❖ Customers prefer it
- ❖ Better prepare agents
- ❖ Reduce operational costs

Let's take a look at each of those benefits in more detail.





The Benefits of INI SureConnect™

The advantages of a callback solution are as varied as its uses. A fit for any contact center that experiences lengthy hold times, INI SureConnect can have a positive impact on customers, agents, and the bottom line.

Customer Benefits

The concept of callback is no longer a novelty. In fact, customers have come to expect it.

- ❖ Studies show that 63% of callers actually prefer a callback option.
- ❖ Callback provides an efficient, user-friendly experience.
- ❖ Customers feel empowered when given a choice.
- ❖ Callers appreciate that their time is valued and respected by the organization.
- ❖ Customers report higher satisfaction ratings when given a choice of callback.



Agent Benefits

INI SureConnect is a win-win for both customers *and* agents.

- ❖ Enhanced agent efficiency, one of the most important metrics in the contact center.
- ❖ Agents are better equipped to resolve caller issues when given a chance to preview information.
- ❖ Agents can plan their interaction strategy before speaking to the caller, ultimately reducing talk time.
- ❖ Prepared, informed agents are happy agents--especially when speaking with happy customers.

Operational Benefits

Implementing INI SureConnect provides a tangible return on investment that quickly pencils out.

- ❖ Shorter wait times and reduced traffic on toll-free numbers.
- ❖ Shift talk time from inbound lines to less costly (or no-cost) outbound lines.
- ❖ Scheduling callbacks strategically shifts volume from peaks to valleys, resulting in better agent utilization.
- ❖ Offering callback decreases abandoned call rates.
- ❖ Fewer hang-ups, therefore less repeat calls and associated trunk costs.
- ❖ More satisfied, less frustrated customers leads to improved company perception.

For help creating a callback solution that meets your organization's needs, contact INI at [800.732.3236](tel:800.732.3236).