

# Buzzeasy In-Queue Callback

Geomant's Buzzeasy Customer Interaction platform enables any organisation to offer callback as an alternative to waiting in a contact centre queue.

Smart organisations use customer service as a differentiator – attracting and retaining customers through great customer experience. Meanwhile, customers' expectations regarding customer service continue to increase. The contact centre is on the front-line, and long queue times can have a devastating impact on the overall customer experience.

In-queue callback offers a customer-friendly and cost-effective solution – ensuring that callers are not subject to lengthy hold times, and receive a call as soon as an agent is available.

## Why offer callback?

- Customers prefer it. Typically, between 30% and 50% of callers will accept a callback offer.
- Fully automated, not reliant on listening to voicemail or manual intervention.
- Quick and simple to deploy.
- Improves the customer experience.
- Significantly reduces call abandonment rates.
- Flattens call volumes – increasing agent utilisation.

## How does it work?

1. Callers are offered a callback while in a queue, this can be at all times or when queue times are high.
2. If accepted, the call is transferred to Buzzeasy's cloud service.
3. Buzzeasy's IVR collects all the required information to establish a callback, and drops the call.
4. Buzzeasy queues on the customer's behalf, either immediately or at a preferred time, and adds the customer as soon as an agent is available.

## Buzzeasy In-Queue Callback Features

Buzzeasy is Geomant's unique omnichannel customer engagement platform. It enables organisations to communicate with customers and potential customers in new and exciting ways. Buzzeasy In-Queue Callback features include:



### Multiple Callback Options

Call me 'when available' and 'scheduled callback' options.



### Real-Time Reporting

Fully automated and fully auditable, with real-time online reporting via the Buzzeasy portal.



### Utilises CLI

Utilises CLI to offer callback to customer's current number when available.



### Agent Whisper

'Agent Whisper' announces callback details to the agent at the start of each call.



### Cloud IVR Script

Predefined cloud IVR script that can be tailored to collect additional information, which is relayed to the agent at the start of a call.



### Cloud-Based

Highly scalable cloud-based solution, with minimal set-up, facilitating rapid deployment and proof of concept testing.



### Fully Flexible

Buzzeasy In-Queue Callback can work with any contact centre architecture.



### Fully Configurable

Buzzeasy In-Queue Callback is fully configurable, including number of callback attempts.



### Call Blending

Callbacks can be blended with inbound calls, or routed to a dedicated queue.

## Optional Features



### Skills-Based Routing.

Callbacks can be routed to an agent with the required skills to handle the specific enquiry.



### Out-of-Hours Coverage

Out-of-hours coverage allows callbacks to be offered for the next working day when closed.



### Integration Options

API for customers wishing to extend their own IVR to collect callback requests.



### Callback Rescue

'Callback Rescue' to offer callback via SMS if a customer does not answer.



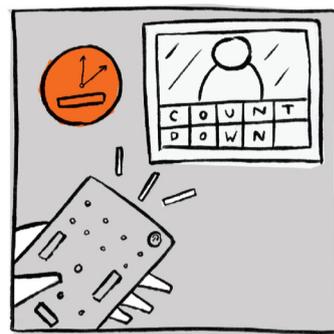
### Hybrid Deployment

Hybrid deployment to utilise on-premise infrastructure for making calls.



### Confirmation SMS

A confirmation message can be sent when a callback request has been accepted.



## Part of the Buzzeasy Portfolio from Geomant

Using the latest Cloud and Bot technology, Buzzeasy revolutionises the way that customers engage with your organisation. Automating customer engagement in the fastest and most cost-efficient way, Buzzeasy enables customers to move effortlessly from any digital channel to live voice simply at the touch of a button – and without ever having to wait in a queue.

Your Digital Experience (DX) and Customer Experience (CX) strategies working together, seamlessly!

### About Geomant

Geomant is a well-established, innovative Systems Integrator and Software Developer, specialising in delivering amazing customer interactions. We provide tailored solutions based on our unique portfolio of cloud and software technology.



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### Buzzeasy Offers:

- ✓ In-Queue & web callback
- ✓ Bots
- ✓ Multichannel chat
- ✓ Customer surveys
- ✓ SMS campaigns
- ✓ Voice and digital channel alignment