



Queue Callback

Best Practices Guide

Queue Callback – Best Practices Guide

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Overview

Queue Callback improves customer satisfaction by providing callers an alternative to waiting on hold. This convenience provides a better overall customer experience for all organizations.

Queue Callback (QCB) is a queue management feature which enables organization to optimize the customer experience by offering callers the ability to request a callback, based on pre-determined call center conditions, rather than having to wait in queue for an agent to become available.

Queue Callback Benefits:

There are many benefits of this service including:

- Improved customer satisfaction by being considerate of your caller’s time by allowing the caller to opt-in to a callback from an agent.
- Reduction of the number of callers that abandon prior to speaking with an agent.
- Reduction of inbound toll charges since callers are not waiting in queue incurring usage costs. Moreover, the entire time the caller is speaking to an agent does not incur toll-free usage costs since QCB places an outbound call to the customer which doesn’t incur any charges.
- Handling spikes in call volume by utilizing technology, instead of adding more agents.
- Reducing handle time for callers that utilize QCB -- the agent can move efficiently through the call since the caller isn’t agitated or frustrated from their wait on hold.

Deployment Considerations

There is both an art and a science when determining the right conditions that should trigger the QCB offer to callers. The goal of QCB is to offer callers an alternative experience that is considerate of their time and eliminates the need for them to wait in queue (causing dissatisfaction) or potentially abandon (the amount of time needed to reach an agent exceeds their patience level). The application of QCB technology should be perceived by the caller as “adding value” to their interaction.

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#1 – Establishing Your QCB Thresholds

The three thresholds that determine which callers will be offered QCB should be focused on providing the optimal settings for the caller experience. You should offer QCB at your call volume peaks, the intervals where you are lowest on staffing, and/or when callers are waiting the longest to reach an agent.

Based upon the following report data, you can identify the correct QCB thresholds for the **Longest Waiting Call (LWC)** and **Number of Calls in Queue (NCQ)**.

- Pull 15 minute interval reports like the Call Center Presented Calls report to determine the peak/valley time periods.
- Pull 15 minute interval reports like the Call Center Summary report to determine your average speed of answer (ASA) and average abandon time for those periods. The goal would be to offer QCB to those callers that are not going to get answered by agents in a timely fashion and more importantly any callers that are likely to abandon.
- For more details on abandon caller patience levels, you can pull the Abandon Call report to determine patience levels (the % of callers that abandon) at multiple time thresholds (such as 20 seconds, 45 seconds, 90 seconds, etc.).^{9a}
- Ideally you should offer QCB for any callers that exceed your average abandon time (AAT).
- Avoid offering QCB if the caller will receive a callback within 1 minute unless your average abandon time is less than 1 minute. Callers may not find value in the application of QCB technology with that short of a wait.

By monitoring the Supervisor Dashboard, you can see the **Expected Wait Time (EWT)** for your queues during these same peak/valley time periods to determine the desired EWT threshold.

There is little downside to offering QCB “too early” as long as the customer is perceiving value. The only consideration is that QCB does operate based upon your license capacity and won’t offer a callback if your organization has already reached their maximum current callback limit until at least one of those callbacks reaches an agent.

#2 – Visible vs. Invisible Queues to Create Informed Callers

Regardless of which QCB thresholds you activate, chances are there will be a range when you are comfortable advising the caller of their estimated wait time or place in queue. Beyond that range, you may not be comfortable providing this information.

We recommend that QCB be configured to create a “visible” queue and inform each caller so they can choose whether they want to wait in the queue, receive a callback, or simply hang up because the wait is “too long”. Each QCB threshold can be configured to announce the caller’s EWT, NCQ, or the LWC. When informed like this the caller can make a conscious choice about whether a callback is right for them.

Often, callers will hang up immediately if the presented threshold exceeds their expectations/desires. The good news is that a caller who abandons before making a choice to opt-in or opt-out for a callback occurs prior to the call queueing and therefore does NOT negatively impact queue metrics.

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An “invisible” queue is one where QCB is not configured to notify the caller why they are being offered a callback. In general, an invisible queue is less desirable from the perspective of a caller’s who has high expectations about the importance of their call and who will quickly become frustrated while waiting. With a visible queue, the caller’s expectations can be set properly. With an invisible queue, the caller creates their own expectations of how quickly their call will be answered which can quickly lead to their frustration.

QCB can be configured to utilize the *High Volume* setting. This setting will work in conjunction with your selected thresholds and allow you to determine the range where you will announce the details to the caller that triggered the callback offer. Once the high volume threshold is met, QCB will no longer present that information to the caller before asking if they would like a callback.

#3 – QCB in Action

If you would like to start offering QCB to callers when there are greater than five calls in queue and notify the caller about the number of calls in queue until there are 15 calls waiting. After that range is exceeded, you would like the system to simply present the callback option without specifying the caller’s place in queue.

Below is a depiction of how this would be configured within OSSmosis:

1. Activate the *Number of Calls in Queue* threshold
2. Toggle the option to enable *Present Number of Calls in Queue data*
3. Activate the *High Volume Message* setting
4. Set your QCB activation limits to 5 calls and the *High Volume* announcement once there are more than 15 calls in queue. The slider will denote 5 calls (when QCB is offered) and 15 calls (when the caller is no longer presented with the number of calls in queue details).

Thresholds

Thresholds control when Queue Callback will activate and handle calls

Thresholds Profile
Create New Profile

New Profile Name
0/128

Activation Limit(s) Units
 Seconds
 Minutes

<input type="checkbox"/> Estimated Wait Time	<input checked="" type="checkbox"/> Number of Calls in Queue	<input type="checkbox"/> Longest Waiting Call
<input type="radio"/> Present Estimated Wait Time data	<input checked="" type="radio"/> Present Number of Calls in Queue data	<input type="radio"/> Present Longest Waiting Call data
<input checked="" type="radio"/> Do not include data	<input type="radio"/> Do not include data	<input checked="" type="radio"/> Do not include data
<input type="checkbox"/> High Volume Message	<input checked="" type="checkbox"/> High Volume Message	<input type="checkbox"/> High Volume Message
Activation Limit(s) 85 sec	Activation Limit(s) 5 calls - 15 calls	Activation Limit(s) 85 sec

BACK RESET SAVE

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#4 – “To Recall or Not”

There will be occasions when a caller opts into QCB and does not accept the callback. Your organization can decide how to handle this situation. QCB can be configured with “Recall” attempts where the system will attempt to reach that same caller via another outbound call after a specified period of time.

Recall Scenario

When a caller does not hit a key on their phone to accept the callback the system will not play the tone to the agent that denotes the caller accepted the callback. However, the system automatically connects the agent with the outbound call to the customer. Thus, the agent may hear the ringing associated with that outbound call and even the customer’s voicemail message. At this point, the agent can be instructed to either: 1) hang up and let the system contact the caller again based upon the Recall settings; or 2) leave a voicemail message for the caller notifying them that this is their requested callback and to try contacting your organization again (if the system is not configured with any Recall attempts).

Activating “Recall” will allow calls that are not connected to a live caller to be sent back into queue and re-attempted at a later time. You have the ability to set the number of recall attempts as well as the interval at which these attempts are made.

Recall Settings

There are two configurable settings in a Recall scenario:

Recall Settings

Define how often QCB re-attempts to reach a caller

Interval: The recall interval determines how long Queue Callback waits between attempts to reach the caller. Values can range between instant (0) and two hours (120).

Interval minutes

Retry Attempts: The retry attempts value defines how many times Queue Callback will try to reach the caller. Values can range between never (0) and five attempts (5).

Retry Attempts

[CANCEL](#) [SAVE](#)

We suggest 1 or 2 *Retry Attempts*, with a five to ten minute *Interval* between attempts. We have found that if a caller is unavailable to answer the initial callback we have a better chance of reaching them after a short delay rather than re-attempting immediately.

The system will speak the recall number to the agent so they will know the attempt number of the call they just received. Once the final recall attempt is made and the customer is still not available, the agent can simply hang up and the QCB process will end.

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#5 – Recall in Action

If you want to configure QCB for a total of three outbound callback attempts to the caller and to wait ten minutes before placing a new “placeholder” call in the queue on behalf of that customer, the following settings would be established.

Retry Attempts: 2
Interval: 10 minutes

The system will operate as follows:

1. Customer opts-in for a Callback, confirms their phone number, and hangs up.
2. That customer’s Callback reaches an agent, the caller does not hit a digit to accept the Callback, and the agent hears the customer’s voicemail.
3. Agents hangs up since the system is configured with Recall attempts.
4. After 10 minutes, the system places a 2nd call into the queue on behalf of that same customer.
5. The 2nd Callback call reaches an agent and the agent is notified that this is the 1st recall attempt. Again, the caller does not hit a digit to accept the Callback, and the agent hears the customer’s voicemail.
6. Agents hangs up again.
7. After 10 minutes, the system places a 3rd call into the queue on behalf of that same customer.
8. The 3rd Callback call reaches an agent and the agent is notified that this is the 2nd recall attempt. Again, the caller does not hit a digit to accept the Callback, and the agent hears the customer’s voicemail.
9. Agent leaves a voicemail notifying the customer, that we made 3 attempts to reach them and to please contact us again to speak with a representative.
10. The QCB process ends.

Measuring the Success of Queue Callback

In order to utilize call center reporting to evaluate the effectiveness of the Queue Callback product, Evolve IP can introduce up to four new DNIS extensions to track the caller experience and report on how each call is handled.

The additional DNIS may include:

- Opt In: Callers that accepted a Callback instead of waiting in queue.
- Opt Out: Callers that declined a Callback and chose to enter the queue and wait for an agent.
- No License: When a call exceeded a QCB threshold and there were no available QCB licenses. These callers were not offered a Callback and were placed directly into the queue.
- Recall (optional): When a Recall occurred (see Recall Scenario discussed above).

Within Call Center Supervisor two of the more beneficial are the **Call Center Incoming Calls Report** and the **Call Center Call Detail Report**. These reports monitor how often callers are being presented with Queue

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Callback options and how callers have responded. Supervisors must ensure they are selecting DNIS from the Scope options, while selecting ALL DNIS from the dropdown.

Call Center Incoming Calls Report

Date and Time	DNIS Name	Calls Received	Received via Overflow	Calls Queued	Calls Overflowed	Forced Forwarding Applied	Night Service Applied	Holiday Service Applied
02/08/2016, 12:00 AM	Customer Service	88	3	08	0	0	0	0
	QCB Opt In	5	0	3	0	0	0	0
	QCB Opt Out	80	0	60	0	0	0	0
	Summary	133	3	151	0	0	2	0
Report Summary								
	Customer Service	88	3	08	0	0	0	2
	QCB No License	0	0	0	0	0	0	0
	QCB Opt In	5	0	3	0	0	0	0
	QCB Opt Out	80	0	60	0	0	0	0
	Summary	133	3	151	0	0	2	0

Call Center Call Detail Report

DNIS Name	Call Start Time	Call Answer Time	Call End Time	Agent Name	Agent Number/Extension
Customer Service	02/08/2016, 08:50:39 AM	02/08/2016, 08:50:54 AM	02/08/2016, 08:53:02 AM	Maring, Joe	+16102320075(ext. 0075)
QCB Opt In	02/08/2016, 11:36:46 AM	02/08/2016, 11:36:50 AM	02/08/2016, 12:10:53 PM	Puma, Salvatore	+16102321851(ext. 1851)
QCB Opt In	02/08/2016, 06:11:41 PM	02/08/2016, 06:11:59 PM	02/08/2016, 06:18:05 PM	Gordon, Eric	+16102302488(ext. 2488)
QCB Opt In	02/08/2016, 06:10:46 PM	02/08/2016, 06:10:59 PM	02/08/2016, 06:11:40 PM	Brooks, Michael	+16102321836(ext. 1836)
QCB Opt In	02/08/2016, 01:46:46 PM	02/08/2016, 01:46:59 PM	02/08/2016, 01:58:51 PM	Maring, Joe	+16102320075(ext. 0075)
QCB Opt In	02/08/2016, 01:33:32 PM	02/08/2016, 01:33:41 PM	02/08/2016, 01:41:41 PM	Barr, Franc	+16102300861(ext. 0086)
QCB Opt Out	02/08/2016, 09:05:20 AM	02/08/2016, 09:05:39 AM	02/08/2016, 09:17:24 AM	Villafra, Sam	+16102321871(ext. 1871)
QCB Opt Out	02/08/2016, 08:14:06 AM	02/08/2016, 08:14:19 AM	02/08/2016, 08:16:40 AM	Barr, Franc	+16102300861(ext. 0086)

Through the generation of these reports, you can determine:

- When calls are meeting the QCB thresholds based upon the time intervals that contain the **QCB Opt-In** or **QCB Opt-Out** DNIS
- How many callers were offered a Callback (**QCB Opt-In** plus **QCB Opt-Out**)
- What percentage of callers are selecting a Callback (**QCB Opt-In** divided by the sum of **QCB Opt-In** plus **QCB Opt-Out**)
- What percentage of calls are resulting in Recalls (**QCB Recall** divided by **QCB Opt-In**)
- The frequency that callers were not offered a Callback because the maximum number of concurrent QCB Callbacks were exceeded (**QCB No License**)
- The average handle time of **QCB Opt-In** calls vs. **QCB Opt-Out** or vs. all other calls that entered that same queue.

Queue Callback Impact to Call Center Metrics

From our customers' collective experiences, we have learned how QCB impacts the call center in a variety of ways:

- 40-50% of callers who are offered a Callback will accept that offer.
- Every caller who chooses a Callback will be an answered call. Therefore the overall number of Abandon Calls decrease.
- Caller satisfaction is higher for callers who choose a Callback.
- For many call centers the Average Talk Time of a Callback is less than other calls in the same queue. Callers are appreciative when they don't wait on hold and the agent is able to move more efficiently through a call with a happy customer.
- Happier callers results in less Supervisor escalations.

Average Speed of Answer and Service Level Defined

Average Speed of Answer (ASA) is calculated by dividing the total amount of time answered calls waited for an agent by the number of answered calls. This calculation includes all calls that were immediately answered and ignores all abandoned calls. Therefore, ASA is not the most accurate representation of the typical caller's experience. Service Level (SL) which includes all answered AND abandoned calls is a better measure of the overall caller experience. SL is calculated by dividing the number of calls answered within the call center's goal (e.g. 20 seconds, 30 seconds, etc.) by the total number of calls received during that same time period (including abandon callers).

High Abandon misleads to a "better" Average Speed of Answer

In a call center, where a significant percentage of callers abandon the overall number of calls to be answered is reduced. Since those callers abandon, this leaves the existing agent capacity to serve those calls that didn't abandon. This results in an ASA that may be deemed acceptable. This also results in a higher Abandon Rate or more importantly a lower Answer Rate (the percentage of calls answered by an agent). Absent a balanced perspective that considers the experience of all callers (like Service Level or Answer Rate), ASA can be a misleading representation of the typical caller's experience.

QCB improves Answer Rate (and reduces Abandon Rate) and Caller Satisfaction

For call centers with high abandon rates, QCB can result in a negative impact on ASA. This occurs because more calls are being answered by agents since a QCB Callback has infinite patience and will never abandon. By introducing QCB, many of the callers who previously would have abandoned will instead request a Callback. Since a Callback will never abandon, there can be a net increase in the amount of time calls wait to be answered (increasing ASA). The increase in ASA is offset by an increase in the Answer Rate or number of calls that actually reached an agent and the increased caller satisfaction associated with not waiting on hold. In this situation, the better measure of the call center's performance is the reduction in the number of callers that abandoned thereby increasing the organization's Answer Rate with QCB.

