Genesys Web Callback
Talk to customers at their convenience with Genesys Web Callback

No matter how good your self-service is, there are times when online customers feel it best to speak with a representative. But after a frustrating web experience, the last thing you want is to make them wait in queue for assistance. With just a single click, Genesys Web Callback enables your online customers to bypass the queues, request an immediate return call, or schedule a callback from your representatives at a convenient time of their choosing.

Long call queues lead to high customer effort and lost customers
Few situations do more to undermine the customer experience than making a customer wait on hold to speak with a customer service agent. This is especially true of online customers, who are usually calling customer service because they couldn't find all the information they needed online. Often they are frustrated already—the longer the hold time, the greater their frustration.

What is worse, customers who wait in queue often find themselves talking with agents who don't have the answers to their problems, and may not even know how to find those answers. With Genesys Web Callback, part of the Genesys Customer Experience Platform, requests are intelligently routed to the most appropriate agent, leading to a considerable reduction of customer effort and an enhanced brand Image.

Deliver greater sales and satisfying service with Genesys Web Callback
Studies indicate that people are more likely to make a high-value online purchase after talking to a representative, as the phone remains a critical part of an effective online customer sales/service mix. By empowering your customers to control the timing of a phone call and avoid waiting in queue using Genesys Web Callback and you'll see your customer satisfaction ratings soar and your sales activities become much more effective.

Giving agents flexibility and customers control to expedite resolution
Genesys Web Callback gives customer service agents all the tools they need to manage and make the most of calls with customers. The unified desktop gives agents complete customer contact histories, plus the ability to preview, reschedule, or cancel callback requests before they initiate a call to preserve minimum resolution time.

Take the queue out of the equation with Genesys Web Callback
Few will argue that, despite the growth in digital channels, the phone remains a critical channel for any successful customer service operation. Likewise, no one will dispute the frustration that results from waiting in a queue for a call with a customer service agent. Genesys Web Callback helps companies bridge that divide, ensuring that the phone is utilized to its maximum potential by giving customers control over how and when calls will take place.

Benefits
- Reduced customer effort
- Improved customer experience
- Improved brand image
- Reduced contact resolution time
- Increased lifetime value of customers
- Maximum agent productivity
Capabilities

Skill-based, context-sensitive routing
Using business-specific routing logic, Web Callback interactions are routed to the right agent, in the right priority, leading to faster resolutions and reduced customer effort.

Real-time and proactive web callback
Extends Web Callback invitations based on business-specific rules. These may include any combination of:

- Agent availability
- Customer behavior
- Customer profile/segment

This helps businesses engage at the right time, reduce customer effort and improving their online experience.

Integration to other channels
Supports business operations with centralized routing and reporting, a common customer record, and the ability to maintain conversations across channels so that customers gain a seamless experience, and businesses increase operational efficiency and sales.

Unified desktop (Genesys Workspace)
Agents get the information they need to personalize the interaction. This includes the customer record with multichannel contact history, and a standard response library. This leads to a much higher agent performance.

Customer feedback for Web Callback
Surveys to the customer following Web Callback sessions give customers the opportunity to provide specific feedback and help businesses optimize their sales and service strategies.

High availability
Genesys Web Callback offers high availability capabilities with seamless failover in case a problem arise, offering secure business continuity for your mission critical operations.

Key features

- Customer can request an immediate return call from customer service agents or schedule a call at a convenient time of their choosing
- Customers can cancel or reschedule calls, review the status of requests, reroute or escalate calls that are late, or request e-mail or text message notification if a callback is unsuccessful.
- The built-in rules engine triggers when the callback button appears
- The unified desktop gives agent complete customer contact histories, plus the ability to preview, reschedule, or cancel callback requests

ABOUT GENESYS

Genesys powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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