



# AI Call Back

Powered by Synthetix



**Synthetix Call-back offers a very low cost, but effective channel to enhance your customer service offering. Call-back enables optimal engagement between a customer and an agent with the right skills, at a time convenient to them, without any additional call charges.**

## **Because nobody likes to be put on hold.**

Live Chat offers customers a free, quick, discreet and simple to use alternative to picking up the phone. Leverage our existing Live Chat infrastructure and have the universal contact queue assign Call-backs to agents with matching skills, utilising existing telephony to call the customer. And unlike traditional Call-back or "Click to Chat" systems which are typically very expensive - charging a per minute fee or sometimes a bridging fee between customers and agents with high set up and ongoing costs - there are no per minute fees with Synthetix Live Chat.

## **Key features**

### **Simple to use booking functionality**

Having completed a simple form with their name, contact number and topic of call (billing, ops, etc.) customers can book a specific call-back slot from those available, selecting both their preferred day and time. The Contact Centre Manager sets the time slots available and receives daily reports showing which slots had been filled.

### **Match queries with agent skills**

Once submitted, this form becomes a call-back request, which is added to the Synthetix universal contact queue. Agents with the matching skills are automatically offered the call-back at the customer's requested call-back time.

## **Key Benefits**

**20%**

Increase in First Contact Resolution.  
- Synthetix

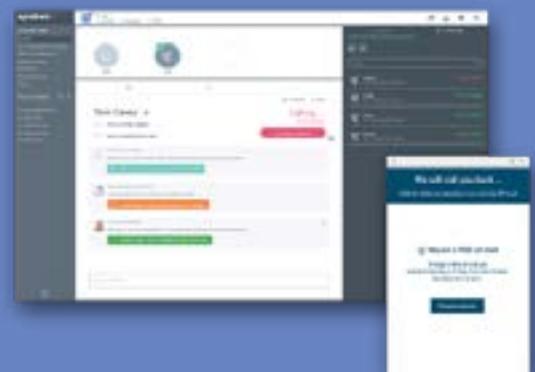
**90%**

Reduction in contact abandonment.  
- Synthetix

**75%**

Of customers prefer Call-back to waiting on hold.  
- Software Advice

**Please contact us to book a free demonstration.**





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## No additional call charges

Agents use the existing telephony infrastructure to call a customer, so there are no additional call charges. The agent can feedback on the call and a survey is also sent to the customer via SMS and email.

## Detailed reports and analytics

Synthetix analytics offer a filter to allow an isolated view of call-backs from other types of contact in the universal queue such as Live Chat and email. Our user-friendly dashboard offers built-in reports to track agent efficiency, the volume and drivers of customer queries. Analyse user experience through agent and customer feedback to identify opportunities to increase satisfaction.