

# The impact of Voice Call Back

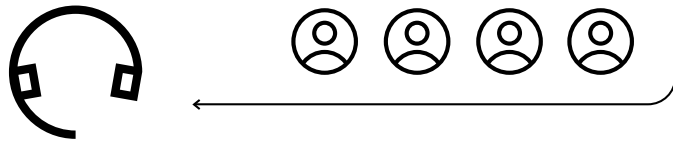
## Reduce customer effort, improve operations, and enhance the customer experience.

The number one frustration customers express is long hold times. Yet, despite the best planning and forecasting, contact centers frequently experience both call spikes and lulls.

With Voice Call Back, your contact centers can:

- Calculate and quote the expected wait time
- Give customers the option to receive a call back in the same amount of time as if they had waited on hold, or to schedule a call back for a more convenient time
- Give callers better experiences and more favorable views of agents
- Create brand promoters, who share their positive experience with others

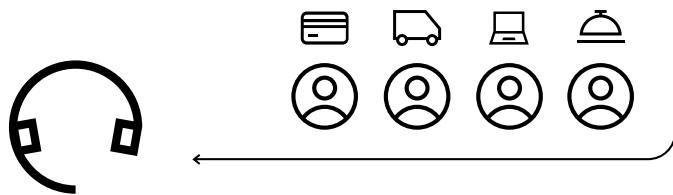
### Typical Call



#### Caller must wait on hold until agent is available.

Calls are answered in order and new calls are added to the end of the queue.

### Call with Voice Call Back



#### Caller is given the option to be placed in the virtual queue.

The agent will call back as soon as he is available or at a specific time chosen by the caller.

### Network Based Solution

Verizon Voice Call Back service is cloud based which provides many additional benefits such as:

- Pay as you go usage model
- No additional on-site equipment or maintenance costs
- Easy to implement
- Operating versus capital expenditure



The following reflect 2019 totals.

# 2.7M+

callers choose to receive a call back in 2019.

# 66M+

minutes of queue time eliminated in 2017.

# 127

years of customer hold time saved.



Callers choosing a callback faced wait times of 24 minutes on average, but had a median average speed to answer of 33 seconds.

\*Source: Based on Verizon Voice Call Back customer experiences and data compiled by VHT, January 1, 2019 through December 31, 2019: