Don't keep your customers in a queue - offer them a Call-Back when it suits them.

Why Call-Back?

- Call the customer when it suits them

- Increase sales and improve customer service at just the right time

- Make it free and easy for customers to schedule a call with you

- Avoid losing sales because web visitors give up.

Be there for your customers - saving them the cost of a call and the hassle

Do you want to convert more of your website visitors into paying customers and increase the value of orders? If so, make it ultra easy for online customers to request a scheduled Call-Back - when it is convenient to them.

With Call-Back, you can improve your customer care and increase sales. With just one click, your web visitors can request a Call-Back from your team whether that's an instant Call-Back or one scheduled for a convenient time for the customer.

Tangible results

The results can be spectacular. All our clients have seen their conversion rates improve. In fact, on average, they've benefited from a 20x return on investment and higher order values.

Call-Back is also a great way to avoid losing sales - by encouraging customers to ask for help rather than abandoning your website in frustration because they can't find what they need. Your agents can push page URLs to your web visitors and use page sharing to help them make choices. Alternatively, Co-Bowsing lets the agent take control of the customers' web session and guide them through the website showing them where to find what they want.

How it works

Web visitors click the button to request a Call-Back - immediately or scheduled for a later, convenient time for the customer. As your agent makes the call, they see the customer's name and the web page they've been looking at. Agents can also see the journey taken by each customer. It's all clearly visible on the Omnichannel agent console.

Call-Back means free calls for your customers. There is a low fixed-monthly service charge and then you only pay (per minute at a set rate) for the time you actually spend speaking to customers.

Key features

Dynamic agent availability
The service knows when agents are logged in and available so you never have to worry about the service being offered when no-one is available.

Fast integration
The one line of JavaScript required sits at the back of your site and not at the front, like some other services, so there's zero impact on your IT environment and no slowing of your service. It is therefore very quick to add to your site.

Comprehensive reporting
Available 24 hours a day, your back office has reports and details of every communication received as well as the ability to monitor key metrics like time-to-respond and length of call.

History and logs
Every Call-Back session is stored within 15 seconds in your back office for later use. Every conversation can be viewed, the results analysed and changes to your operations made as a result.

Call-Back is a great fit with some of our other customer engagement solutions...

Co-Browsing
Want to show a customer a specific page while you're talking? Push them the URL or share your screen with them. You can also instigate a full Co-Browsing session to show them more detail and help them with navigation.

Chatbot
If all your agents are busy handling calls or Call-Backs why not offer your customers the service of a Chatbot if their enquiry is more routine or simple to resolve?

Web Chat
With a click of a button your customers can text chat in real time. Your agents can handle multiple chats at one time, delivering personal service in a cost-effective way.

After Service Surveys
Want to know what your customers think of your service levels? Ask them! After each call, an optional survey will tell you what you want to know with all results available in real time in the back office.

Our solutions are delivered via the Eckoh Experience Portal.
Call-Back works well with Co-Browsing, Web Chat, Chatbot and After Sales Surveys.