



Practical Steps to Reduce the Call Abandonment Rate

Tips, Technologies & Common Mistakes.



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Robin was born and raised in Toledo, Ohio, and moved to the Kansas area in 2008. He started with Centrinex in June of 2010 when the company he was with outsourced to Centrinex. From 1996 to 2010, before coming to Centrinex, he worked in sales and collections (consumer and business to business) while running contact centers for multiple companies.



Centrinex is a national leader in call center management for financial services and other sectors, improving bottom-line performance with industry-leading knowledge and talent.

Centrinex can help alleviate the pains of growing a call center through measured performance, the use of advanced technology, and recruiting, training, and retaining the best industry talent.

Centrinex's BPO offerings allow you to do what you do best, and we will handle and manage the phones, email, and chat.

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01

Introduction

1.1 What is the Call Abandonment Rate & how to determine it?

1.2 Understanding why calls are abandoned in the first place.

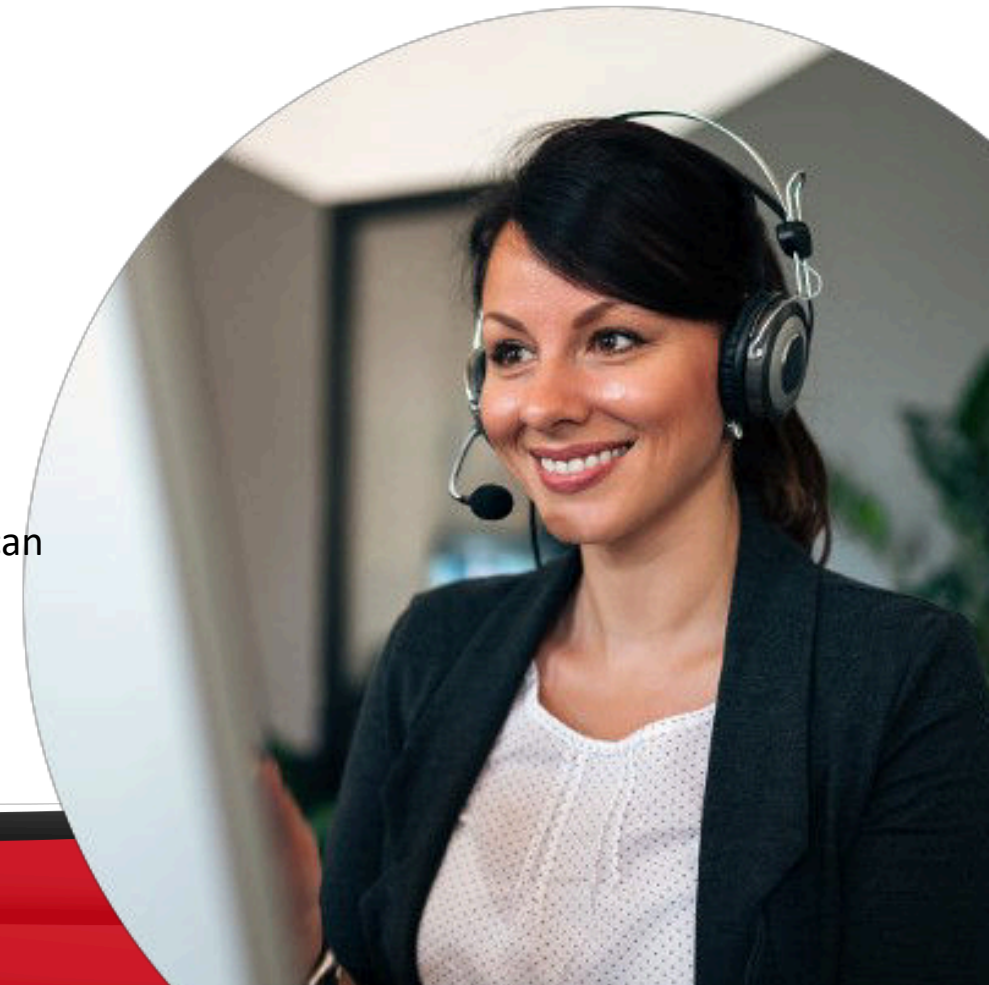
What is the Call Abandonment Rate & how to determine it?

The Call Abandonment Rate is the percentage of inbound calls being dropped while waiting to be answered by an agent.

Formula:

$$(\text{Total calls} - \text{calls picked up}) / (\text{Total calls}) \times 100$$

A healthy Call Abandonment Rate for the call center industry lies between 5% and 8%. Depending on seasonality, industry, or exceptional circumstances, it can sometimes reach up to 20%.



Understanding why calls are abandoned in the first place.

There are two main reasons why calls are being abandoned:

1. Clients are dealing with a bad IVR experience
2. Excessive wait time to speak to a representative

Abandoned Calls are a marker of negative customer experience.

One straightforward solution is to hire and train more agents.

If that's not an option, let's see what else you can do to reduce the Call Abandonment Rate.





02

Critical Steps & Remedies

2.1 IVR Optimization

2.2 Virtual Queueing & Callbacks

2.3 Peak-Hour Management

2.4 Define an Overflow Strategy

IVR Optimization

An IVR is probably one of the most important tools for lowering the Call Abandonment Rate.

However, a poorly optimized IVR will offer a bad user experience and can do more harm than good.

Here are some general principles:

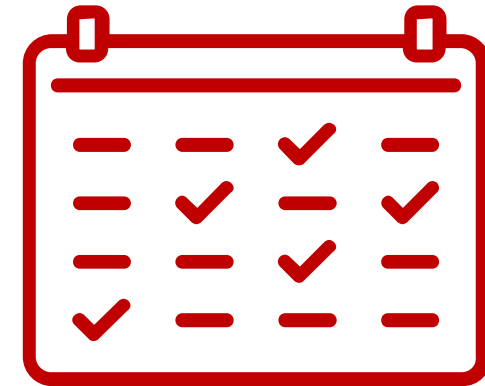
- Use common words that your clients can easily understand
- Don't hide the option to connect with a real person
- Avoid robotic voices
- Use wait time for promotions or advice
- Offer the option to change the communication channel
- Create a FAQ page and refer callers to it.



Virtual Queueing & Callbacks

The Virtual Queueing feature allows clients to request a callback if the line is busy, if no agents are available to take their call, or if they wish to be called back later instead of waiting in line.

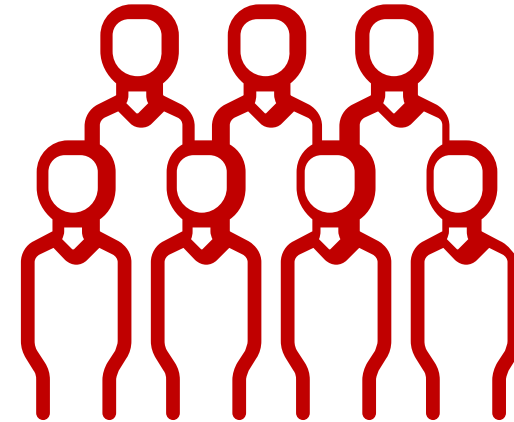
Offering clients call-back is the greatest way to decrease customer service abandonment. By optimizing resources, the automatic callback feature may smooth out calls during peak hours and balance supply and demand.



Peak-Hour Management

Many contact centers are seeing a rise in the Call Abandonment rate during certain peak hours, weekdays, or seasons.

A common strategy is to change the working schedules of agents so that you have better coverage of your peak hours.



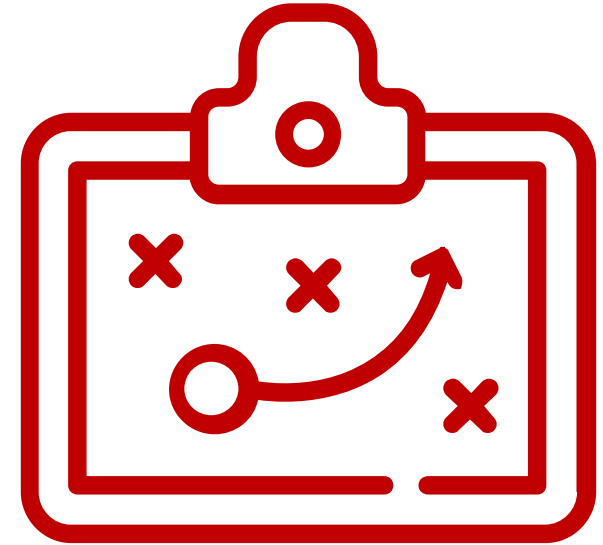
Define an Overflow Strategy

Some contact center platforms such as NobelBiz OMNI+ can help create an Overflow Strategy.

In short, you can determine how long is “too long” for a client to wait.

For example, you can decide that after a 1-minute wait, the call should be redirected towards another team or another call center.

The downside of this method is that not all contact centers have the spare resources to implement this strategy.





03

More Optimization Hacks

3.1 Omnichannel

3.2 Self-Service

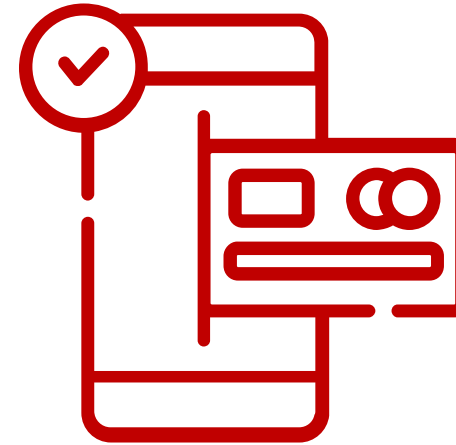
3.3 Ask the caller to prepare

Omnichannel

Calls can easily be deflected if you have an Omnichannel approach.

The omnichannel routing searches for agent availability independent of the channel on which they are currently working. If all of the appropriate phone lines are busy, the call may be routed to an agent who is generally in charge of SMS, web chat, or social media interactions.

This gives contact centers some breathing room in terms of capacity.



Self-Service

It is always smart to offer a way out of the waiting line towards a FAQ page, a self-service platform, or a form where the client can submit their issue.

Depending on the niche or industry, an IVR can easily direct people toward a self-service scenario:

- FAQ page
- Knowledge base or help center content
- Community forum
- Mobile app
- AI-powered chat and messaging, etc.



Ask the caller to prepare

Playing repetitive music is no longer enough to keep a client waiting in line.

It has become increasingly popular to take advantage of the waiting time to generate a better customer experience and increase the interaction quality simultaneously.

Music-on-hold that is congruent with your brand identity can be paired with various messages, including:

- Promotions
- Relevant advice or information
- Informing the client what is the average wait time
- Asking the client to prepare for the upcoming conversation: prepare customer ID, find order or product ID, etc.





Thank You!

For more contact-center-related resources or if you need help with your technology, infrastructure, or operations, visit www.nobelbiz.com

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