

9 Ways to Reduce Customer Hold Times

Having high customer hold times is a lose-lose situation for businesses and their customers. Here are some tips that will reduce your customer hold times and help you meet their expectations.



① REVIEW YOUR STAFFING

Review call information to determine if there is a particular time of day or night you receive an influx of calls.



② EMPOWER REPRESENTATIVES

Educate representatives to correctly resolve specific issues without approval from management and they will know the exact steps to take in these situations.



③ EDUCATE CALL REPRESENTATIVES

Create a new employee education program that reviews the company, mission and proper steps to take when handling different types of phone calls.



④ TRACK CALL DATA

Invest in an analytics program that provides valuable data to why customers call your company and gives insight into what is working and what needs to be fixed.



⑤ MAKE TWEAKS BASED ON THE DATA

Search your analytics database for common trends on why customers call. Create plans for how you can decrease the most popular call types.



⑥ CREATE SCRIPTS OR PROMPTS

These can be used to keep conversations moving in a positive direction and eliminate placing callers on hold.



⑦ CREATE A CALL MANAGEMENT PLAN

Organize incoming calls so they reach the best available representative instead of the next available. This way customers get to the right representative the first time.



⑧ USE LIVE CHAT, EMAIL AND TEXTING SOLUTIONS

Today, there are live chat and texting solutions in addition to email that simplify communicating with customers.



⑨ IMPROVE THE CUSTOMER ONBOARDING PROCESS

Create an email sequence that walks customers through important steps of implementing your product or service.

Use these effective tips to improve customer hold time and build a positive customer experience.

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