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Callback User's Guide

[Solution Overview](#)

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Solution Overview

Callback is built on top of the Genesys Mobile Services (GMS) platform, which enables mobile and other applications to use Genesys callback capabilities from their applications. Integration with the contact center callback functionality is accomplished through APIs that can be accessed through the internet and deployed into your network infrastructure.

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Scope of Use

Typical usage scenarios of callback include:

- Schedule, immediate, or delayed callback requests.
- Preview callback requests.
- Proactive notification.
- Schedule callback with enhancement multimedia confirmation.
- Schedule an immediate return call or a callback at a convenient time of the customer's choosing, based on operating business hours.
- Check and display agent availability by providing estimated wait times.
- Support for mobile push notification to provide an alert when agent is available.

In addition, Callback includes:

- Samples to integrate with Genesys Web Desktop.
- APIs to integrate with your own environment.
- An intuitive interface to simplify management and reporting of callbacks.
- RESTful APIs, optimized for mobile, web, and IVR.

Use Case: IVR Callback

Requirement: If your contact center is busy, use IVR to offer an option for Callback while retaining the caller's position in queue, in order to free up valuable IVR resources and optimize contact center resources.

Callback Solution

- Use GME Stats API to check the Estimated Wait Time for the caller and determine if the caller should be offered a callback option.
- Use Callback to offer the caller an option to hang up and call back when an agent is available, while retaining the caller's position in queue.
- The call is virtually queued and called back when an agent is available

Tip

Callbacks can also be scheduled at the caller's convenience.

Use Case: Credit Card Use Verification

Scenario: When a credit card is used abroad without a previous arrangement, the bank must verify that the user is authorized to accept or reject the transaction.

Solution:

- Send native Push notification to a registered banking app on the customer's mobile device.
- Offer Click-To-Connect to an agent with contextual information, such as the credit card number and the user location.
- Offer help via callback from an agent.

Tip

You can also offer to contact the user with backup methods, such as email and SMS.

Use Case: Vehicle Roadside Assistance

Scenario: Scenario: An insurance company offers a Vehicle Roadside Assistance service. When the car breaks down, the driver uses the mobile app to get assistance.

Solution:

- Offer Connect Me to deliver the driver's location and account information to the contact center that can forward the information to a towing company.
- Offer callback when all agents are busy.
- Send native Push notification to provide status of assistance. For example, tow truck is dispatched with ETA

Supported Callbacks



Callback includes pre-defined **scenarios** that you can easily implement through the Callback

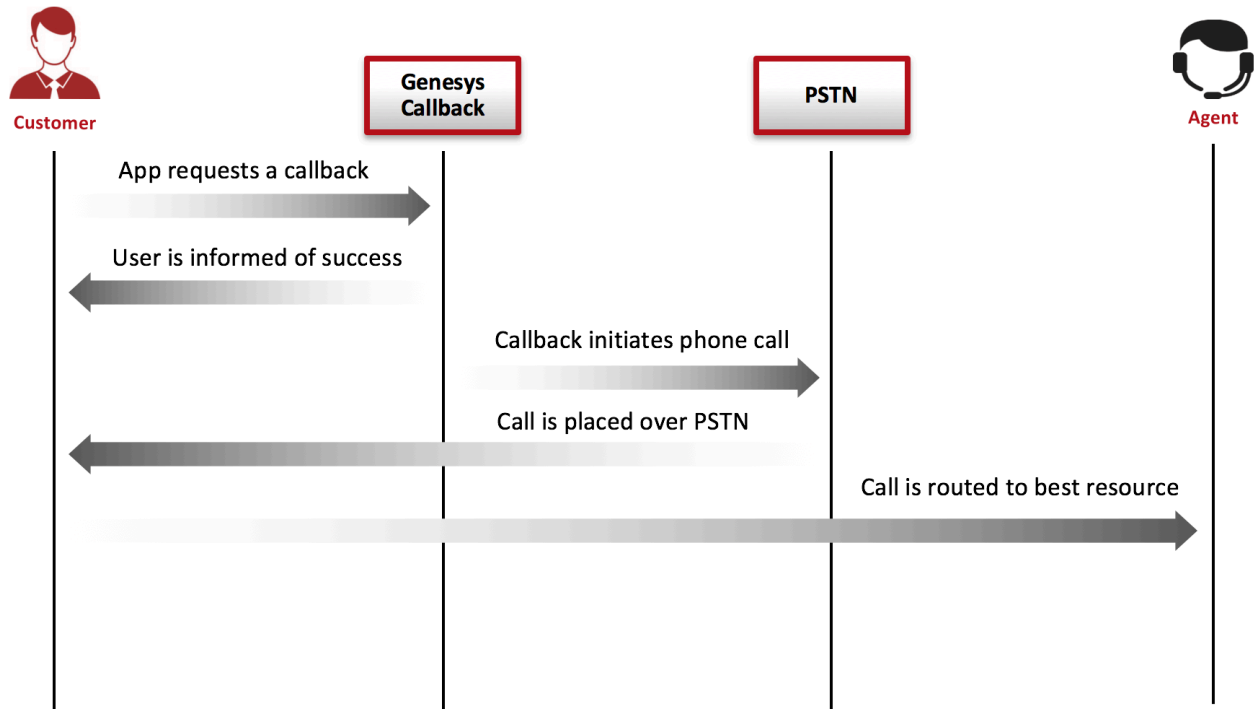
There are two types of scenarios for Callback:

- Immediate: callback happens as soon as an agent is available.
- Scheduled: callback occurs at an agreed to time in the future.

In the graphic shown here, the app offers the customer a scheduled callback.

For instance, the following basic scenarios are available:

Call flow for User Terminated Immediate



In this scenario, the customer requests an immediate callback, that is, as soon as the agent is available.

Start Callback

[+] Start Callback

- Callback service: Sends a message to expect a call, to the mobile device immediately.
- Callback service: Calls the mobile device.
- Mobile device: Accepts the call.
- Callback service: Identifies that a human has answered the call.

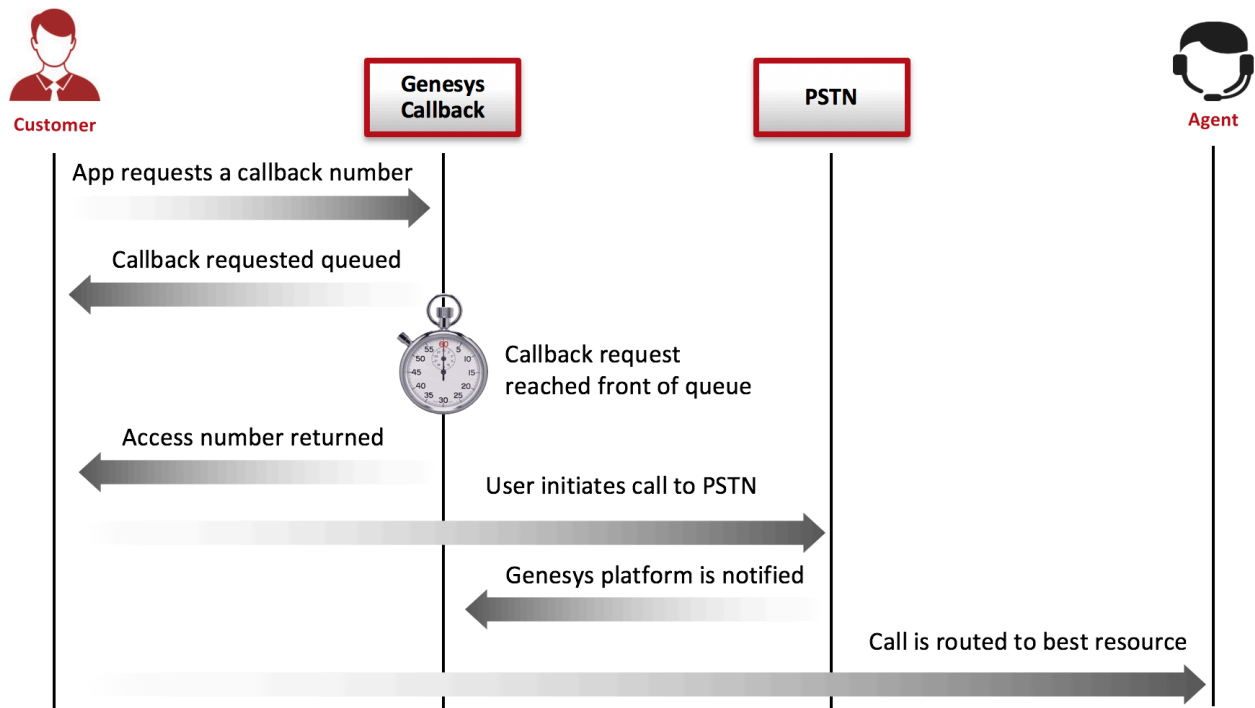
Dial Access Number

[+] Connect Agent

Connect to Agent

- Callback service: Plays treatment until target is available.
 - Callback service: Reserves target to route call.
 - Callback service: Routes the call to the target agent.
 - Callback service terminates.
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Call flow for User Terminated Delayed



In this scenario, the customer schedules a callback.

Start Callback

[+] Start Callback

*Callback service: Returns session ID to the user.

- Callback service: Waits for an agent to be available.
- Callback service: Notifies mobile device when an agent is available.
- Next: Mobile device is expected to send a connect request to confirm the user's availability.

Connect

[+] Connect

- Callback service: Immediately returns access information to the mobile device.
- Callback service: Waits for the voice call to arrive.
- Next: Mobile device is expected to dial the access number.

Dial Access Number

[+] Dial Access Number

- Inbound service: Locates the GMS service associated with the arrived voice call.
 - Inbound service: Delegates the call to be processed by the Callback service.
 - Callback service: Reserves the target to route the call.
 - Callback service: Routes the call to the target.
 - Callback service terminates.
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