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Genesys Customer Experience Insights User's Guide

Callback Summary Report

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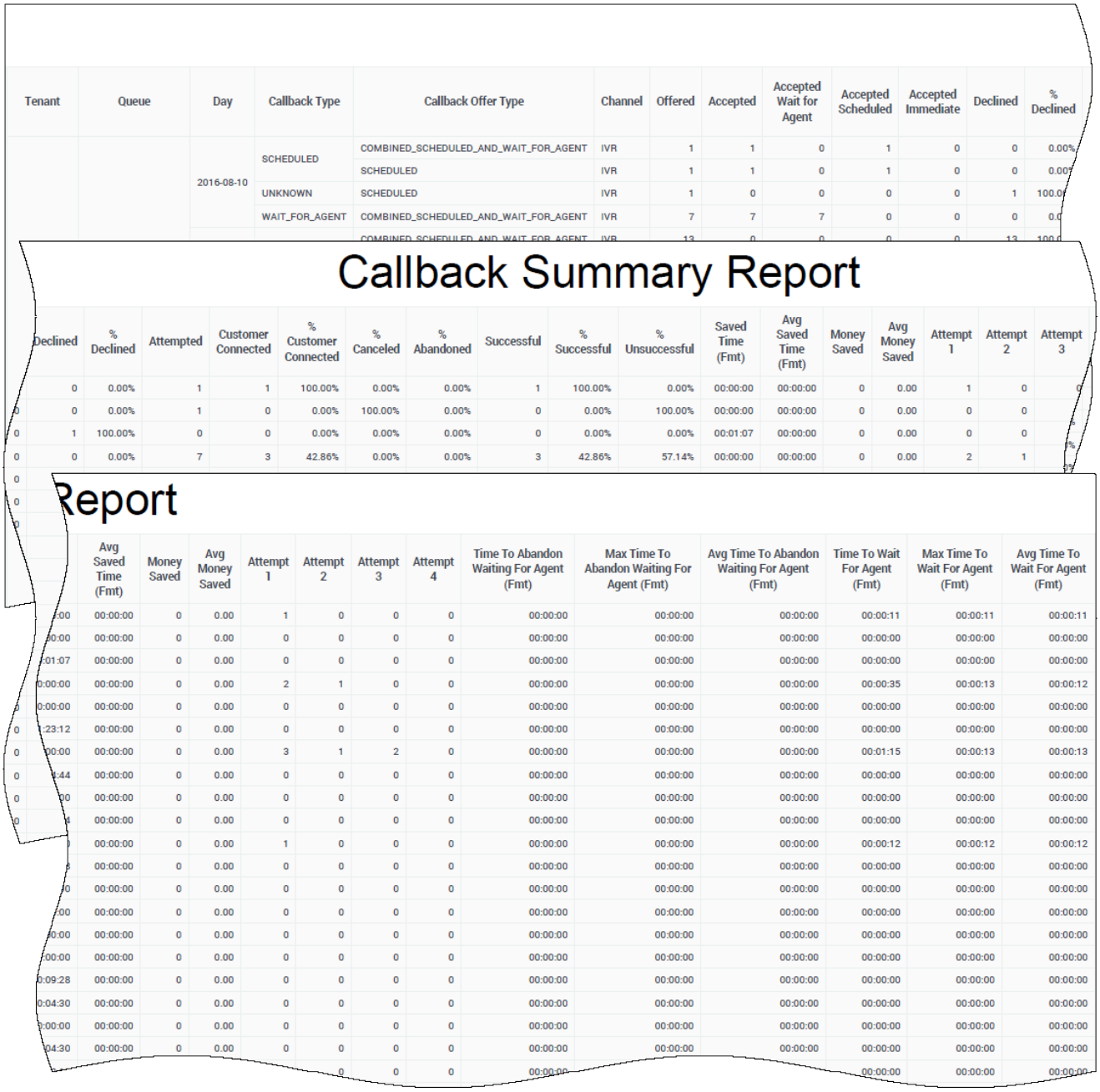
Callback Summary Report

This page describes how you can use the (**Callback** folder) Callback Summary Report to understand overall callback success rates in your contact center. It shows, at a glance, the number and percentage of offered callbacks that were successful, versus how many were declined, canceled, or abandoned.

Understanding the Callback Summary Report



Callback Summary Report

Tenant	Queue	Day	Callback Type	Callback Offer Type	Channel	Offered	Accepted	Accepted Wait for Agent	Accepted Scheduled	Accepted Immediate	Declined	% Declined
		2016-08-10	SCHEDULED	COMBINED_SCHEDULED_AND_WAIT_FOR_AGENT	IVR	1	1	0	1	0	0	0.00%
				SCHEDULED	IVR	1	1	0	1	0	0	0.00
			UNKNOWN	SCHEDULED	IVR	1	0	0	0	0	1	100.0
			WAIT_FOR_AGENT	COMBINED_SCHEDULED_AND_WAIT_FOR_AGENT	IVR	7	7	7	0	0	0	0.0
				COMBINED_SCHEDULED_AND_WAIT_FOR_AGENT	IVR	13	0	0	0	0	13	100.0

Declined	% Declined	Attempted	Customer Connected	% Customer Connected	% Canceled	% Abandoned	Successful	% Successful	% Unsuccessful	Saved Time (Fmt)	Avg Saved Time (Fmt)	Money Saved	Avg Money Saved	Attempt 1	Attempt 2	Attempt 3
0	0.00%	1	1	100.00%	0.00%	0.00%	1	100.00%	0.00%	00:00:00	00:00:00	0	0.00	1	0	0
0	0.00%	1	0	0.00%	100.00%	0.00%	0	0.00%	100.00%	00:00:00	00:00:00	0	0.00	0	0	
1	100.00%	0	0	0.00%	0.00%	0.00%	0	0.00%	0.00%	00:01:07	00:00:00	0	0.00	0	0	
0	0.00%	7	3	42.86%	0.00%	0.00%	3	42.86%	57.14%	00:00:00	00:00:00	0	0.00	2	1	

Report

Avg Saved Time (Fmt)	Money Saved	Avg Money Saved	Attempt 1	Attempt 2	Attempt 3	Attempt 4	Time To Abandon Waiting For Agent (Fmt)	Max Time To Abandon Waiting For Agent (Fmt)	Avg Time To Abandon Waiting For Agent (Fmt)	Time To Wait For Agent (Fmt)	Max Time To Wait For Agent (Fmt)	Avg Time To Wait For Agent (Fmt)
00:00:00	0	0.00	1	0	0	0	00:00:00	00:00:00	00:00:00	00:00:11	00:00:11	00:00:11
00:00:00	0	0.00	0	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
00:00:00	0	0.00	0	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
00:00:00	0	0.00	2	1	0	0	00:00:00	00:00:00	00:00:00	00:00:35	00:00:13	00:00:12
00:00:00	0	0.00	0	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
00:00:00	0	0.00	0	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
00:00:00	0	0.00	3	1	2	0	00:00:00	00:00:00	00:00:00	00:01:15	00:00:13	00:00:13
00:00:00	0	0.00	0	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
00:00:00	0	0.00	0	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
00:00:00	0	0.00	0	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
00:00:00	0	0.00	1	0	0	0	00:00:00	00:00:00	00:00:00	00:00:12	00:00:12	00:00:12
00:00:00	0	0.00	0	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
00:00:00	0	0.00	0	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
00:00:00	0	0.00	0	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
00:00:00	0	0.00	0	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
00:00:00	0	0.00	0	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
00:09:28	0	0.00	0	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
00:04:30	0	0.00	0	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
00:00:00	0	0.00	0	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
00:04:30	0	0.00	0	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00
				0	0	0	00:00:00			00:00:00	00:00:00	00:00:00

This report provides detailed information about callbacks that were processed by the contact center, allowing you to analyse callback performance based on nearly thirty metrics, including:

- Total number of accepted, declined, attempted, connected, cancelled, abandoned, and successful callbacks.
- Percentages of callbacks that were successful, unsuccessful, declined, or connected.

- Savings resulting from callbacks, including the total amount time and money saved and the average time and money saved per callback.
- The number of attempts made to complete callbacks, the time customers spent waiting for an agent, and time customers waited before abandoning a call.

Use this report to view a comprehensive picture of how Callback is used in your contact center, including detailed information about the volume of callback calls, success rates, resulting savings, and customer wait times.

To get a better idea of what this report looks like, view sample output from the report: HRCXICallbackSummaryReport.pdf

The following tables explain the prompts you can select when you generate the report, and the metrics and attributes that are represented in the report:

Prompts for the Callback Summary Report

Prompt	Description
Pre-set Date Filter	From the list, choose a time period on which to report, and move it to the Selected list.
Start Date	Choose the first day from which to gather report data.
End Date	Choose the last day from which to gather report data.
Queue	Optionally, select a queue on which to report.
Channel	Optionally, select a media channel on which to report.
Callback Type	Optionally, select the Callback Type to include in the report—for example, IMMEDIATE, WAIT_FOR_AGENT, SCHEDULE.
Tenant	For multi-tenant environments, optionally select the tenant(s) for which to include data in the report.
Minute Price	Enter a per-minute price, which is used to calculate cost savings.

Attributes used in the Callback Summary Report

Attribute	Description
Tenant	This attribute enables data within the reporting interval to be organized by tenant.
Queue	This attribute enables data within the reporting

Attribute	Description
	interval to be organized based on the type of the virtual queue
Day	This attribute enables data within the reporting interval to be organized by a particular day within a month and year. Day values are presented in YYYY-MM-DD format.
Callback Type	This attribute enables data to be organized based on the type of callback. Values: {IMMEDIATE,WAIT_FOR_AGENT, SCHEDULE}
Callback Offer Type	This attribute enables data to be organized based on the type of callback offer that was presented to the customer. Values: {SCHEDULED, WAIT_FOR_AGENT, COMBINED_SCHEDULED_AND_WAIT_FOR_AGENT} For example: • During off-hours, only the scheduled option is available. • Business rules can also allow only wait_for_agent option during on-hours, or a combination of scheduled and wait_for_agent.
Channel	This attribute enables data to be organized based on the Callback origination channel. Values={ivr, web}.

Metrics used in the Callback Summary Report

Metric	Description
Offered	The total number of times that callback was offered to a customer.
Accepted	The total number of times that callbacks were accepted by a customer.
Forced Dialed	The total number of calls that were force-dialed (or pushed) regardless of actual agent availability, because the callback queue was being flushed.
Accepted Wait for Agent	The total number of times that WAIT FOR AGENT callback was accepted by a customer.
Accepted Scheduled	The total number of times that SCHEDULED callback was accepted by a customer.
Accepted Immediate	The total number of times that IMMEDIATE callback was accepted by a customer.

Metric	Description
Declined	The total number of customer callback offers that were declined by the customer.
% Declined	The percentage of customer callback offers that were declined by the customer.
Attempted	The total number of callback attempts, including the one that succeeded.
Customer Connected	The total number of times a customer was connected after callback dialout, including instances where no agent was connected.
% Customer Connected	The percentage of customer calls that connected after callback dialout, including instances where no agent was connected.
% Canceled	The percentage of callback customer interactions that were canceled before completion. Includes all canceled callbacks, whether canceled manually by the customer, manually by an administrator, or automatically because the customer called again before the callback was completed.
% Abandoned	The percentage of callback customer interactions that were abandoned by the customer while waiting for an agent to connect.
Successful	The total number of callbacks that successfully connected the customer with an agent.
% Successful	The percentage of callbacks that successfully connected the customer with an agent.
% Unsuccessful	The percentage of callback customer interactions that were not completed successfully (because they were abandoned, declined, or canceled).
Saved Time (Fmt)	The amount of call time (HH:MM:SS) that was saved because of callback.
Avg Saved Time (Fmt)	The average amount of call time (HH:MM:SS) that was saved because of callback.
Money Saved	The amount of money saved due to callback, calculated based on the Minute Price.
Avg Money Saved	The average amount of money that was saved per callback.
Attempt 1	The total number of callback connections that were successfully completed on the first callback attempt.
Attempt 2	The total number of callback connections that were successfully completed on the second callback attempt.
Attempt 3	The total number of callback connections that were successfully completed on the third callback attempt.
Attempt 4	The total number of callback connections that were successfully completed on the forth callback

Metric	Description
	attempt.
Time To Abandon Waiting For Agent (Fmt)	After successful callback, the total amount of time (HH:MM:SS) all customers spent waiting for agents before abandoning the call.
Max Time To Abandon Waiting For Agent (Fmt)	After a successful callback, the maximum amount of time (HH:MM:SS) any customer spent waiting before abandoning the call.
Avg Time To Abandon Waiting For Agent (Fmt)	After successful callback, the average amount of time (HH:MM:SS) customers spent waiting for agents before abandoning the call.
Time To Wait For Agent (Fmt)	After successful callbacks, the total amount of time (HH:MM:SS) all customers spent waiting for an agent.
Max Time To Wait For Agent (Fmt)	After a successful callback, the maximum amount of time (HH:MM:SS) any customer spent waiting for an agent.
Avg Time To Wait For Agent (Fmt)	After a successful callback, the average amount of time (HH:MM:SS) a customer spent waiting for an agent.