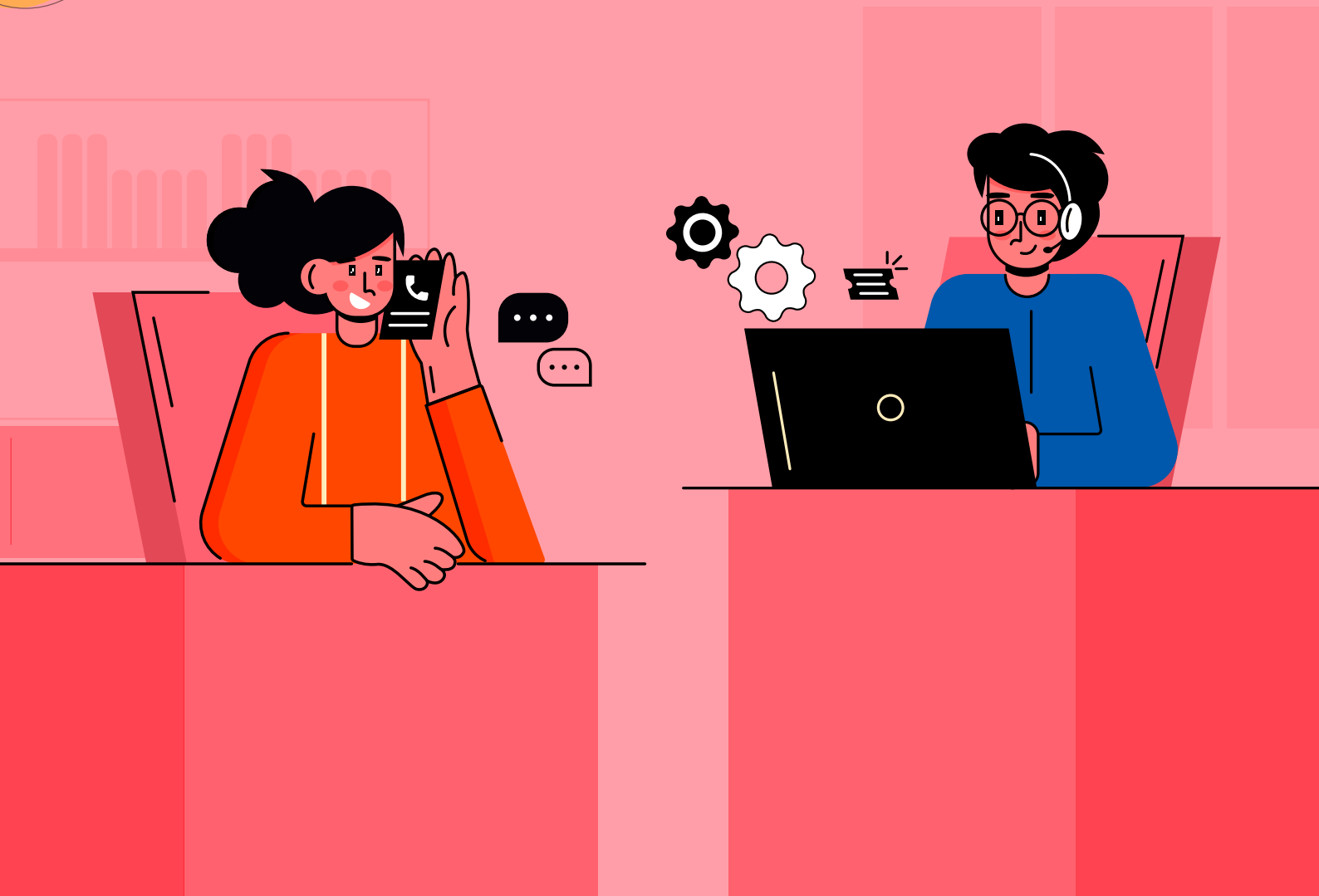




# Don't let your **customers hang** up on you

How to reduce the call abandon rate in your  
call center



## ● Introduction

We all might have been in a situation where we called a business for support but could not talk to a real human and hung up because we ran out of patience.

When we hang up or abandon a call midway, our perception of that business changes as we did not get the help that we deserved. As an organization, you don't want your customers to become frustrated and hang up on you. According to one customer study by New Voice Media:

**51% of customers** will never do business with a company again after just one negative experience.

To avoid this negative experience to your customers, you need to tackle a vital problem - abandoned calls. This whitepaper will:

- Define call abandonment and discuss why customers abandon calls.
- Discuss ways of measuring call abandonment in a call center.
- Highlight practical strategies that you can employ to reduce call abandonment.

# Index

<b>What is call abandonment</b>	<b>01</b>
<b>Why you should be worried about abandoned calls</b>	<b>02</b>
<b>How to measure call abandonment</b>	<b>03</b>
<b>How to reduce call abandonment</b>	<b>05</b>
a. Reducing IVR time	
b. Reducing wait queue time	
c. Utilizing message playing time	
d. Optimizing your ringing time	

# 01. What is call abandonment

Abandoned calls are calls that are disconnected prematurely by callers before an agent could address the caller's concern.

## **The industry standard for abandoned calls is usually between 5-8%**

Let's look at what causes abandoned calls — the main reason for callers hanging up is long wait times. When customers call you, they want to talk to a real person and solve their problems quickly. If they have to navigate multiple IVR menu options and wait in queue indefinitely, they will become frustrated and hang up.

Two-thirds of customers were willing to wait only **2 minutes**  
or less before hanging up,  
and over **13% preferred** no wait time.

## 02. Why you should be worried about abandoned calls

High abandonment rates mean that your customers are not getting the support that they need. When customers feel like they aren't being treated right, they will leave. On the flip side, when you are there for your customers when they need you, they will remain loyal to your business and reward you.

**96% of customers** say customer service is important in their choice of loyalty to a brand.

- State of global customer service report, **Microsoft**

As an organization, you must strive to reduce your call abandonment rate and keep it to the minimum. The first step to lowering call abandonment is understanding your current abandonment rates.

# 03. How to measure call abandonment

To know how many calls are being abandoned in your call center, you can use the following formula:

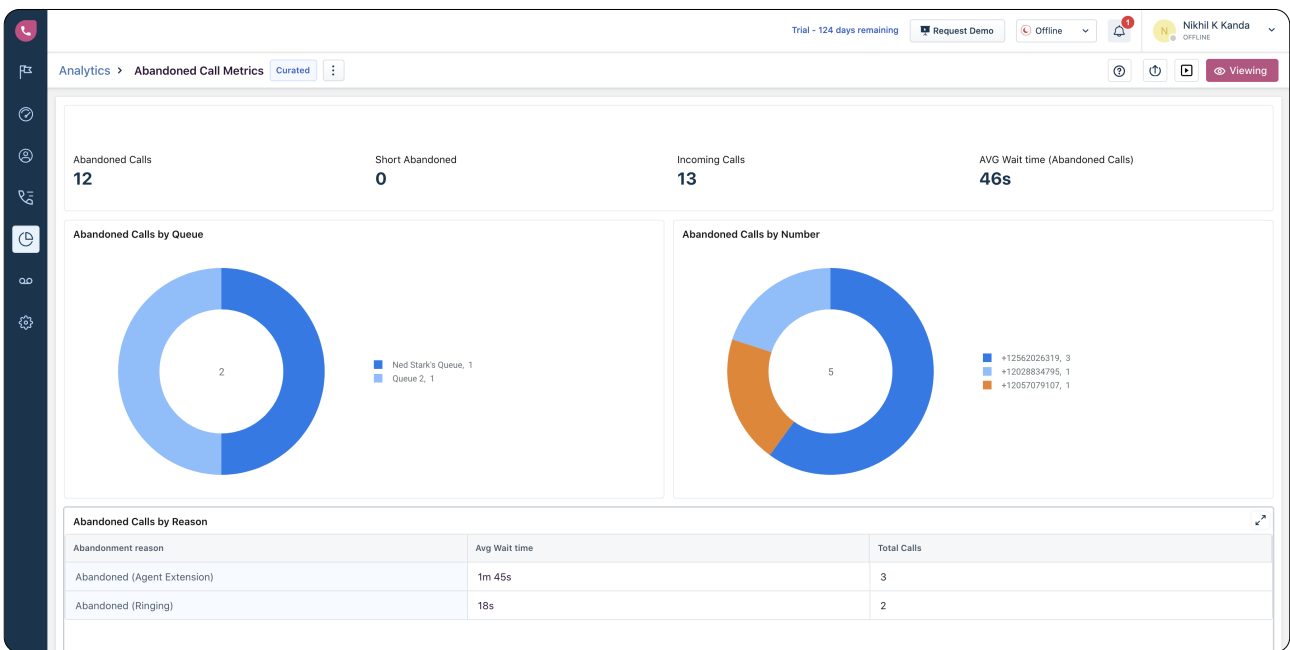
$$\text{Number of abandoned calls} = \frac{\text{Total numbers of calls} - (\text{Calls that were answered by agents} - \text{Calls that were abandoned shortly})}{\text{Total numbers of calls}}$$

You can use the following formula to calculate your call abandonment rate, which gives you the number of calls abandoned for every 100 calls offered:

$$\text{Number of abandoned calls} = \left[ \frac{(\text{Total numbers of calls} - \text{Calls that were answered by agents} - \text{Short abandon calls})}{\text{Total numbers of calls}} \right] * 100$$

You may want to exclude short abandon calls — usually calls that were abandoned within 5 seconds or lesser as these calls suggest that your callers might have dialed the wrong number or reached the wrong department and decided to end the call.

Using a phone system that provides call analytics, you can stay informed on the number of calls being abandoned in your call center. For example, in Freshcaller, you have a pre-built report on abandoned call metrics.



Abandoned call metric report in Freshcaller

The abandoned call metrics report gives you details, such as:

- Number of calls abandoned:** Gives you the number of calls that were abandoned by callers.
- Avg wait time of your abandoned calls:** Know how many minutes your customers stay on average before abandoning a call. This data helps you tweak your wait times accordingly.
- Abandoned calls by queue:** This metric gives you the number of calls being abandoned in each queue. Understand which call queues have the highest abandonment rates.
- Abandoned calls by number:** Know how many calls are being abandoned based on your phone numbers. Understand which phone numbers have high abandonment rates.
- Abandoned calls by reason:** Know when your callers are abandoning the call for e.g., during ringing or IVR.



# 04. How to reduce call abandonment

As mentioned earlier, the best way to reduce call abandonment is by reducing your wait time.

**Wait Time = IVR time + Wait Queue Time + Message playing time + Ringing time**

We'll be seeing how we can reduce each of these factors so that you can bring down your overall wait time.

## a) Reducing IVR time

Ever been stuck in one of those infinite IVR loops where you keep pressing key after key?

That certainly is not a good experience for your customers to go through.

To keep your IVR time short, you can follow these rules:

- **Don't create IVR menus with more than three levels:** Creating IVR menus with more than three levels will frustrate your callers and increase the chance of them abandoning the call.
- **Always provide an option to connect to a live agent:** No caller wants to listen to one automated message after another. You should always offer an IVR menu option that lets your callers talk to a representative.
- **Crisp and clear IVR messages:** Make sure your IVR messages are to the point and guides the caller towards the right options.

- Here's an example IVR message: "Thank you for calling [company name]. To speak to a customer support agent press 1, to speak with our sales representative press 2, to reach our finance department press 3".
- Do not include lengthy introductions, assume that the caller knows about your business and has dialed your number for immediate assistance.
- Do not include more than 4-5 options in a single IVR menu to avoid confusing your customers.
- **Utilize agent extensions:** Some of your customers might already be in touch with someone from your organization. By helping callers connect to agents they are familiar with, you can reduce their wait time.

NAME  
Nikhil K Kanda

EMAIL ADDRESS  
nikhil.kanda@freshworks.com

MOBILE

PHONE  
e0970

You can edit your profile info or change your password on your [Freshworks Profile](#)

### Profile Settings

PERSONAL EXTENSION  
0089

TIME ZONE  
(GMT+05:30) Chennai

LANGUAGE  
English

RING ON SPEAKERS AND HEADPHONES

RECEIVE CALLS ON SIP PHONE  
No

[Resend SIP Credentials](#)

Save

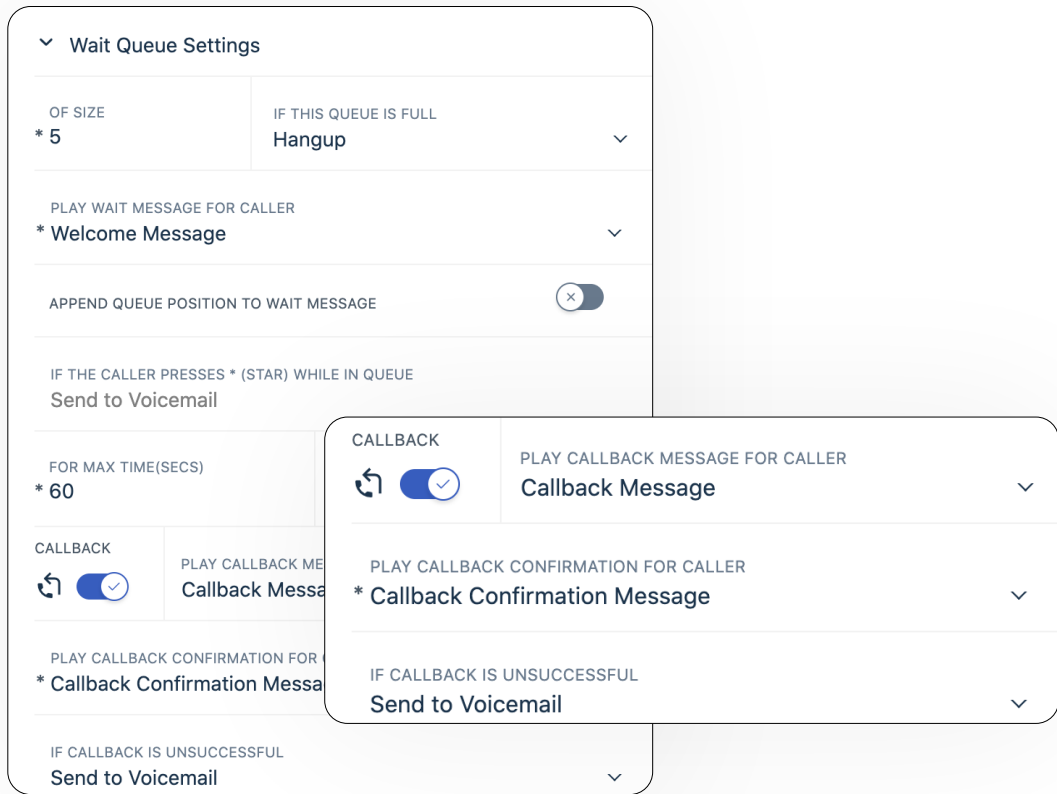
Customizable Agent Extensions in Freshcaller

In Freshcaller, each team member is assigned an extension number, which can be customized. A message can be played to callers to let them know that they can input the extension number of the agent they are in touch with. Once they do this, they would be directly connected with the agent of their choice.

## b) Reducing wait queue time

Waiting is painful. Your customers are more likely to hang up if they have no feedback from your side. Here are some ways to make the waiting experience more pleasing for your callers:

- **Utilize callback:** Callback is a powerful capability that can be utilized to provide your callers with an option to secure their position in the call queue and opt for a callback instead of waiting in queue indefinitely.



Configuring callbacks in Freshcaller

In Freshcaller, a message is played to callers, letting them know that they can opt for a callback. They remain in the queue virtually, and once the agent becomes available, a callback is offered to the customer.

- **Be honest about their queue position:** It is unreasonable to expect callers to wait, not knowing when they would be connected to an agent. If callers have feedback and are constantly updated about their queue position, they are less likely to abandon the call.

## c) Utilizing your message playing time

Apart from your IVR message, you may have other messages that are played to your callers, such as hold message and queue position message. Here are some ways you can improve your messages and make the wait worthwhile for your callers:

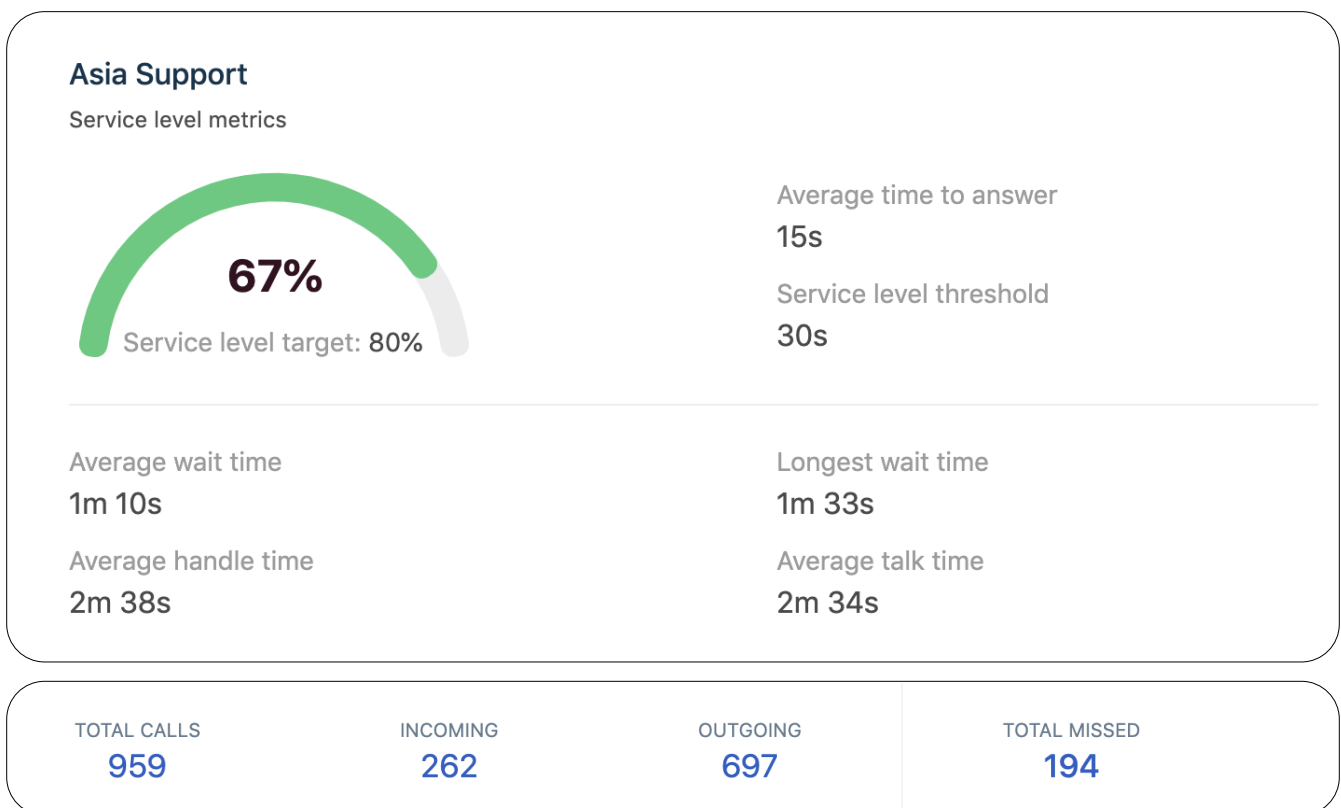
- **Keep messages short and to the point:** Remove unwanted details from your messages. Assume that the caller knows about your business and what you do, refrain from talking about your organization. For example, do not include lines such as: "[Company name], we are the best at...". These do not help the caller in any way and might even annoy them.
- **Don't play the same messages in a loop:** Repeatedly hearing the same message will only frustrate your callers. To limit the number of times you play a message, you can add some music in between and leave sufficient time gaps before repeating a message.
- **Provide value to your customers:** You can use the hold message to inform callers about any offers that you might be running or even provide special promotional offers to only those waiting in queue.
- **Answer FAQs:** You can answer certain frequently asked questions while your customers are on hold, such as your store timings, other ways they can get help, etc. Here's an example message: "Did you know you can now view your account information through our mobile app?"

## c) Optimizing your ringing time

You can use Service levels to keep an eye on your ringing time. A Service level is defined as a percentage of calls answered in a specified number of seconds. Service level varies from one industry to another but is usually between 80-90% of calls answered within 20 seconds.

**Service level = X% of calls answered in Y number of seconds.**

Using Freshcaller, you can set and monitor service levels for calls to ensure that your customers are being served quickly.



Monitoring Service Levels in Freshcaller

**Using Freshcaller's service level monitoring you can:**

- Get a snapshot of crucial metrics such as average time to answer, longest wait time, average talk time etc
- Modify service level settings as per your need
- Set different service levels for different queues and numbers

**Pirate Studios improved their average speed to answer by 96% using Freshcaller.**

*“We were using an outsourced call center for our customer support before Freshcaller, but as our business grew, we wanted our own support centre and Freshcaller offered the best service that allowed us to do so. With Freshcaller the main impact we have had is how quickly our calls are dealt with, we now have an average answer speed of just around 3 seconds!”*

**Kurt Marshall**, Operations Manager, Pirate Studios



### Advanced routing methods to reduce wait time:

We saw several ways of reducing wait time. There are also certain advanced techniques that can be employed in call centers to tackle long wait times. Freshcaller offers powerful and modern features that can be utilized to reduce caller wait time:

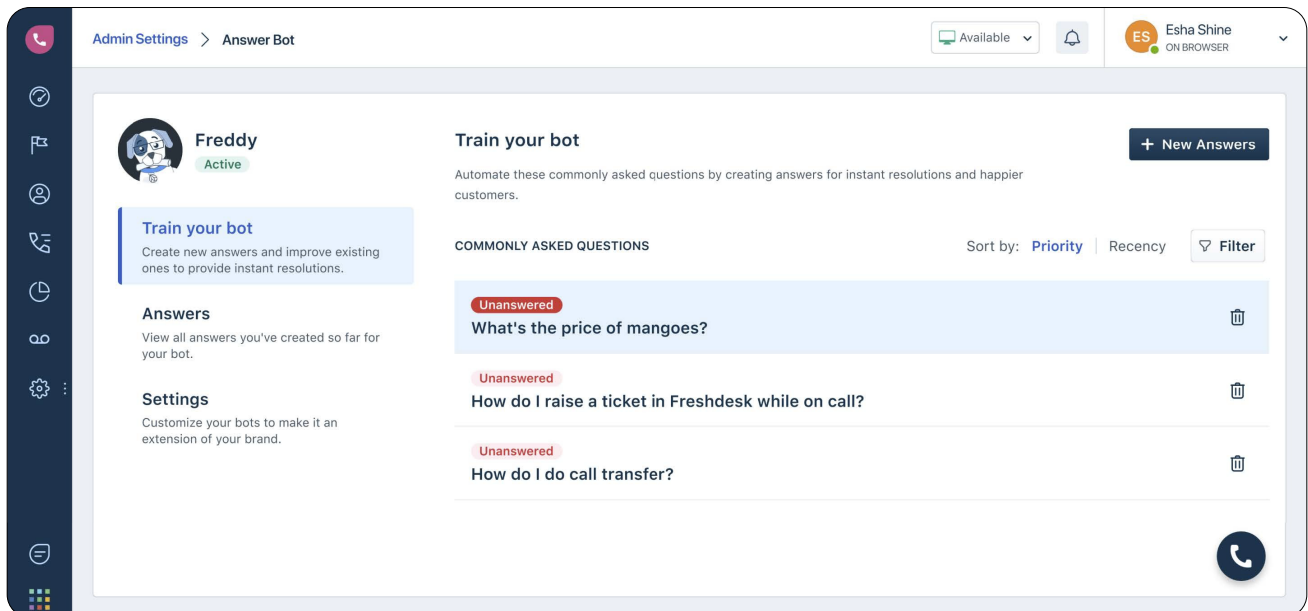
The screenshot displays the 'Automated Routing' configuration in Freshcaller. It features several sections: 'WELCOME MESSAGE' with 'Welcome Message', 'INPUT TYPE' with 'Single Digit', and 'HOLD MESSAGE' with 'Welcome Message'. Below these are two radio buttons: 'Create Routing Rules' (selected) and 'Import Routing Rules'. A table with columns 'RESPONSE' and 'ACTION' is shown, with 'Enter the response' in the first row and 'Hangup' in the second. A dropdown menu is open for the 'Hangup' action, showing a 'Hangup' option. At the bottom, there is a '+ Add New Response' button.

Automated Routing in Freshcaller

- **Routing automation:** Routing Automation is an automated call flow that routes calls based on data from third party systems such as a CRM or Helpdesk.
  - ☑ For example, you can create a workflow to detect your VIP callers automatically. Whenever a call is received from a VIP customer it would be routed to an agent on priority.
  - ☑ You can also create a routing rule to identify a caller's region based on their phone number and direct the call to the right team.



- ✓ Any type of custom routing rule can be created using Routing Automation, which can then be used to drastically cut down wait time.



AI powered Voicebot in Freshcaller

- **Voicebot:** Freshcaller's AI powered Voicebot can be used to answer FAQs without any agent intervention.
  - ✓ Callers would be greeted with a message, following which they can ask the Voicebot questions such as: "What are your store timings?", "How can I view my account information?"
  - ✓ Customers will get their questions answered without having to wait in queue for an agent.
  - ✓ The Voicebot can also be put to use to tackle customer queries that come in after your business hours - this way you can be available to your customers 24x7.

# Conclusion

We saw how long wait times could cause frustration and lead customers to abandon calls. The first step to reducing your call center's abandonment rates is to measure it. Using a phone system such as Freshcaller, you will be able to measure and analyze the number of calls being abandoned in your call center.

There are several factors contributing to wait time such as IVR time, wait queue time, message playback time and ringing time — we looked at practical ways of reducing each of these factors.

We also saw many features of Freshcaller that can be put to use to bring down your call abandonment rates. Freshcaller is a modern phone system with powerful capabilities that can help improve your overall phone experience.

*Fullkom, a customer of Freshcaller was able to reduce customer abandonment rates in queues by 50% and reduce wait times by 30%.*



**Freshcaller's influence has been very important at the organizational level.**

**Paul wheeler**, General Manager, Fullkom

**FULLKOM**  
ECOMMERCE OPERATIONS MANAGEMENT

# Additional Freshcaller capabilities

Freshcaller is a modern-day reimagining of our everyday phone system for customer support, sales, IT, and HR teams. With its cloud-based architecture, Freshcaller brings together the best of legacy features like IVR and advanced capabilities like Smart Escalations, Customizable Performance Reporting to help you set up state-of-the-art phone operations. Freshcaller offers phone numbers in 90+ countries, requires zero phone hardware, and is extremely easy to use.

## Freshcaller features:

### Best in class supervisor controls



#### Service level monitoring

Set and monitor your team's service level performance in real time.



#### Call monitoring and Barging

Monitor ongoing calls in real-time and barge in at any point to speak to the callers and the agents simultaneously.



#### Reports

Filter based on call details, status, and other metrics. Effectively analyze the overall performance of your call center with real-time data.

## Easy number management



### Local, toll-free, and vanity numbers

Buying phone numbers has never been simpler, purchase numbers in 90+ countries using the Freshcaller dashboard.



### Port-in

Quickly and easily migrate your existing phone numbers to Freshcaller without having to notify customers.



### BYOC

Switch your phone system without having to switch your phone carrier or port your numbers.

## Advanced Routing Engine



### IVR

Set up a fully flexible PBX system with capabilities to easily route calls to your agents or teams, along with the ability to include self-service options.



### Holiday and business hours routing

Create and manage special routing plans to handle incoming calls during holidays or after your working hours.



### Queue Call back

Give your customers the option to request for a callback, instead of making them wait for an agent or rep to answer their calls.



### Smart Escalations

Choose from a variety of fall back methods to redirect phone calls when your team is unavailable.

[Try Freshcaller Now](#)

## About Freshworks

Freshworks provides innovative customer engagement software for businesses of all sizes, making it easy for teams to acquire, close, and keep their customers for life. Freshworks SaaS products provide a 360 degree view of the customer, are ready to go, easy to use and offer quick return on investment. Headquartered in San Mateo, Calif., Freshworks' 2,500+ team members work in offices throughout the world.

About 40,000+ customers trust Freshworks.
















[Try Freshcaller Now](#)