

A little extra for the Halifax

ClickToCall, a nifty piece of tech that allows customers to go online and schedule a call with a business's contact centre, has helped highstreet bank Halifax generate an extra £0.5 million in premium income. All from the sale of its regulated products, through its direct channels, in under a year.

When Halifax began selling regulated products via direct channels it was determined to take an integrated approach. "We wanted to pursue a 'joined up' channel strategy that would allow our customers to pass seamlessly between the internet and our telephone based sales teams," explains Head of Regulated Telephone Sales, Simon Wassell.

75% of callers want the option of a call-back*

IT JUST TAKES A CLICK

Also in use across other division of Lloyds Banking Group, ClickToCall is an intelligent freephone service that connects the bank's website visitors to its contact centre with just one simple click, giving customers the freedom to speak to an agent immediately, or at a time that suits them. When the call is made, information about the caller is provided directly to the call centre agent, so they're armed and ready to have a personalised conversation.

"It has proved invaluable," says Simon. "Before its introduction we were aware that sales opportunities were being lost because people failed to complete their transactions online. The option to connect directly to an agent via ClickToCall sidesteps that failure and gives us the opportunity to save the sale. In under a year, it has allowed us to secure around £0.5 million in premium income."

*Forrester Research, Your Customers Don't Want to Call You, 2016

HIGHLIGHTS

- ClickToCall helped Halifax make some serious bucks (around £0.5 million more in premium income).
- Customer contact is now more joined up - customers could pass seamlessly between online and telephony channels just as they wanted to.
- Sale opportunities that were once being lost because customers weren't completing their transactions online are now being saved as customers are connecting directly to an agent via ClickToCall - yippee!
- Even during its busiest times, the bank has been able to meet call demands, using ClickToCall to schedule calls for the most appropriate time.

 **KILLER FEATURES**

ClickToCall is a hosted solution that uses the best technologies. Here's just some of the super things it can do:

- Fully customisable agent and customer experience
- Scalable to suit even the very largest implementations - limited only by your agents' availability
- Route to specific agent teams based on customer or nature of call
- Deliver customer data/insights to the agent before the call
- 'Single click' outcomes enable agents to easily generate follow-up actions and capture information for enhanced insight and reporting
- Real-time performance dashboards and historical MI
- Fully integrated SMS/email capability
- Plays nice with other customer interaction systems, e.g. chat
- Create a joined-up impression of your organisation by seamlessly helping your customer 'channel pivot' from web/SMS/chat to voice without needing to start again



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 **SAVING THE SALE**

In addition to the boost in income, conversion rates were impressively high. Introduced first to support Halifax's Guaranteed Growth Bond and, more recently, its equity based ISAs, ClickToCall delivered sales conversion rates of over 40%. "That's similar to the results we achieve through our telephone channel," says Simon. But with one important difference - "Our telephone channel deals only with existing ISA holders. Since they are only being invited to top up an existing investment, one would expect the conversion rate to be higher than average. By contrast, 75% of the enquiries that come via our internet channel are from new customers. Given those circumstances, ClickToCall's conversion rate is, indeed, impressive."


OPEN ALL HOURS

ClickToCall proved particularly useful during the peak ISA selling period between February and April. As sales enquiries escalate, the number of calls handled by ClickToCall increases more than tenfold. ClickToCall allows customers to schedule a call at a time that's convenient to them, rather than calling the centre and risking delays or queues. "Of course we still have to make sure that agents are available to make those calls," says Simon, "but even across the busiest selling periods we have been able to do so, secure in the knowledge that ClickToCall will automatically make the call at the appropriate time. That translates, quite simply, into great customer service!"

The ability to schedule calls is one of ClickToCall's greatest perks. The Halifax contact centre is open from 8am to 8pm Monday to Friday and from 9am to 1pm on Saturday, but careful use of ClickToCall's call scheduling facility means that Halifax's sales window remains open even when its contact centre is closed. "We've designed the call request form so that, if someone is surfing our site outside of hours and requests a call back, they'll be invited to schedule it for a time when we're open. The sales opportunity is firmly secured and the customer's expectations are managed from the outset," affirms Simon.

IN UNDER A YEAR, IT HAS ALLOWED US TO SECURE AROUND £0.5 MILLION IN PREMIUM INCOME.

Simon Wassell

Head of Regulated Telephone Sale
Halifax



A bit about us

Back in 1999, we were among the first to provide enterprise clients with emerging technologies that accomplished many things such as connecting their websites and contact centres. Helping them maximise online sales opportunities and unite their multi-channel marketing activities. Almost 20 years later, ContactPartners has grown and now, along with providing telephony solutions such as ClickToCall and QueueBuster, we create custom software to help smooth out the snags in customer contact - working with some of the UK's largest enterprises including high street banks.

Our solutions are tailored to your business' strategic needs and designed to deliver delightful customer experiences, higher revenues, and lower costs.

Ready to say hello?

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