

Buzzeasy Outbound SMS With Callback

Geomant's Buzzeasy Customer Interaction platform provides an exciting alternative to outbound dialling – personalised SMS with automated callback.

Outbound SMS with callback represents the fastest, most economical and successful way of proactively engaging customers in a conversation. With information, updates, offers and reminders delivered directly to their mobile phones, customers can simply reply to your text to request a personalised callback - for now or later – and connect with you effortlessly.

Buzzeasy adds value to a wide range of customer interaction scenarios, including promotions, renewals, fraud alerts, collections, appointments, on-line assistance, up-selling, workflow and case management. It's quick to deploy, and easy to use. Buzzeasy Outbound SMS works with any unified communication or call centre infrastructure, transforming outbound contact into a non-intrusive and valued customer service, improving regulatory compliance in the process.

Why outbound SMS?

- Customers are more likely to read an SMS than answer a call – in recent research the global average open rate of SMS was 94%.
- Outbound SMS messages can be made compelling through personalisation – thereby increasing response rates.
- SMS callback requests are permissions-based.
- Agent time is optimised – no more 'cold calls' with people who don't want to talk!
- Customers can respond at a time that suits them, when they are available to talk.
- Quick and simple to deploy and test.

How does it work?

1. Buzzeasy receives a list of customer contacts details, either in a file, or via an API.
2. Buzzeasy sends out personalised, compelling SMS messages, with a simple call to action 'reply to this message and we'll call you back'.
3. As soon as a response is received, Buzzeasy dials into the appropriate inbound number, and queues for an agent.
4. The agent receives a 'whisper' detailing who they are about to talk to and why, and the end-customer is added to the call.

Buzzeasy SMS With Callback Features

Buzzeasy is Geomant's unique omnichannel customer engagement platform. It enables organisations to communicate with customers and potential customers in new and exciting ways. Buzzeasy Outbound SMS with Callback features include:



Cloud-Based

Highly scalable cloud-based solution, with minimal set-up, facilitating rapid deployment and proof of concept testing.



Fully Flexible

Works with any contact centre architecture.



Fast & Secure Upload

Customer contact details can be uploaded via a secure portal, via secure FTP or via the Buzzeasy API (batch or real-time).



Real-Time SMS

Real-time SMS messages can be used in cases where time is of the essence – e.g. fraud detection or online channel abandonment.



Fully Configurable

Outbound SMS messages can be fully personalised.



Scheduled SMS

Outbound SMS messages can be scheduled and/or staggered to optimise agent utilisation.



Agent Whisper

'Agent Whisper' announces callback details to the agent at the start of each call.



Callback Blending & Routing

Callbacks can be blended with inbound calls, or routed to a dedicated queue.



Integration Options

Fully automated and fully auditable, with real-time online reporting via the Buzzeasy portal.

Optional Features



Skills-Based Routing

Callbacks can be routed to an agent with the required skills to handle the specific enquiry.



Hybrid Deployment

Hybrid deployment to utilise on-premise infrastructure for making calls.



Multichannel Options

Chat (SMS or web) as an alternative to callback.



Part of the Buzzeasy Portfolio from Geomant

Using the latest Cloud and Bot technology, Buzzeasy revolutionises the way that customers engage with your organisation. Automating customer engagement in the fastest and most cost-efficient way, Buzzeasy enables customers to move effortlessly from any digital channel to live voice simply at the touch of a button – and without ever having to wait in a queue.

Your Digital Experience (DX) and Customer Experience (CX) strategies working together, seamlessly!

About Geomant

Geomant is a well-established, innovative Systems Integrator and Software Developer, specialising in delivering amazing customer interactions. We provide tailored solutions based on our unique portfolio of cloud and software technology.



Contact Us

www.geomant.com
products@geomant.com

Americas: +1 800 637 1077
Europe: +44 1789 387900
APAC: +61 409 99 78 39

Buzzeasy Offers:

- ✓ In-Queue & web callback
- ✓ Bots
- ✓ Multichannel chat
- ✓ Customer surveys
- ✓ SMS campaigns
- ✓ Voice and digital channel alignment