

Fine-Tune Your Phones

PART 3

Hold Time Abandon

Reduce Customer Frustration and Dropped
Calls by Limiting Hold Time.



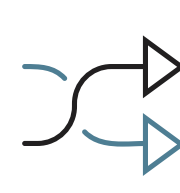
ASSIGN

Look at your call analytics tool and assign more staff to handle phones during periods of high call volume. Keep an eye on hold times and when customers are abandoning calls.



CHECK

Require your live agent to check back with on-hold customers at regular intervals. Set up automatic transfers back to the live agent after hold times of a certain length (two minutes recommended).



PROVIDE

Offer options of either a callback or voicemail, rather than place a customer on hold.



Measure your hold time abandon rate. Customers should not be on hold for more than two minutes. The longer customers have to wait, the lower their tolerance level gets — which only increases frustration.

Did You Know?

Consumer Reports says that a long wait on hold is the third most annoying experience for customers while calling a business.

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