Optimizing Your Channels

How to Reduce Calls Into Your Contact Center, Keep Up Engagement, and Get Customer Questions Answered

While many customers will still pick up the phone to get their questions answered, there are ways to reduce your contact center call volume while maintaining engagement and customer satisfaction. Use and modify the solutions below to meet your unique needs.

- **Brainstorm a list of pertinant topics** that customers have questions about. Clearly structure a table that lists the topics and links to where detailed answers can be found on your website.

- **Create a list of frequently asked questions** then post and provide links to thorough answers throughout your website, social media, and email communications. Keep your questions clear and your answers short, allowing users to click through to more information.

- **Review your IVR hold messages** and determine if you can provide answers before the customer even talks to a member of your team

- Use your phone extensions and/or appointment scheduling system to **route callers to other staff members**. Staff members that are idle due to social distancing can be reassigned to answer calls about a select number of services, expanding your contact center capacity without overwhelming amounts of training.

- Consider using a **chatbot** to help answer quick questions

- **Proactively reach out** to clients through email or outbound call campaigns to share personalized information. For example, if they regularly visit a branch that is now closed, inform them of the tools available to book a phone or video appointment

- **Review your website** with a critical eye. Walk through your website to find the answers to your FAQs and to book an appointment. Make it easy for clients to get their answer with the fewest number of clicks.

- For problems or questions that require more complex answers, **direct clients to a specific email address** that will auto respond with a series of questions to be answered. This helps clients gather the needed information and makes any contacts they have with staff more efficient.

There are many guides available to help divert calls, we've gathered a few of our favourites below:

1. [How to Improve Experiences During COVID-19 with IVRs and Call Routing](#)

2. [12 Top Tips to Reduce Inbound Call Volumes](#)

3. [Covid-19: Bringing Down Call Centre Demand When Customers Need You More Than Ever](#)

4. [Business Case for Conversational AI in Credit Unions](#)

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