Customers demand low-to-no hold times. Meanwhile, call centers are evaluated on timeliness. **With expectations and operations coming to a head, many telephony platforms are promoting callback as a quick and easy, no-fee, built-in remedy**.

Many brands find out shortly that these "out-of-the-box" callback features require additional costs and resources to implement, are limited to the voice channel, and lack visibility into their contact center configuration. For many, it makes matters worse, as calls are routed to some place unknown, and callers are shuffled, skipped, or dropped.

Out-of-the-box and built-in definitely sound appealing. But the real costs are high when you consider taxing development resources and a steep decline in agent performance.
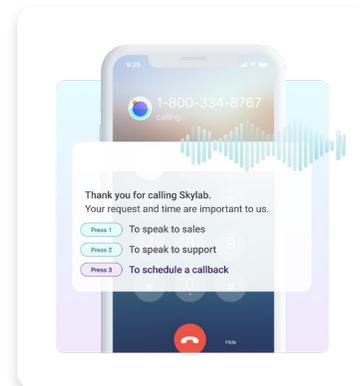
The unspoken costs

Built-in does not mean free.
No callback solution is ready right out of the box. Many providers require brands to build everything themselves, tying up internal development resources or incurring cost for external contracting. And custom, DIY solutions have long deploy times and often end up being rebuilt from scratch.

IVR-only callbacks create negative experiences.
Customers begin their search for help on your website, and without digital call scheduling, it's impossible to collect context, and forces the customer to start over (increasing AHT by two minutes on average due to customer venting).

Agent-first callback = agent idle time.
Many platforms only offer agent-first callback, which stands firmly in the way of efficiency. Agents get tied up in voicemails, forever ring cycles, and have to handle their own retries—only adding to AHT and compounding wasted agent time.

More metrics take a hit.
Since most callback solutions keep the agent waiting for the customer to answer, contact centers see negative impacts across ASA, AHT, and service level metrics. Repeat calls also cause problems, tying up queues and obscuring WFM reporting.

Lack of reporting into vital CX analytics.
CCaaS platforms are notoriously limited in reporting key callback experience metrics, including how many people chose a callback, the number of successful callbacks, callback time estimate, punctuality, reconnect rate, and repeat calls.

Generic callbacks are not in tune with your contact center.
Callback offered by CCaaS platforms are one-size-fits-all features that simply don't accommodate enterprise contact centers. Brands quickly begin to see the operational shortcomings, which result in rapidly rising callback wait times, bloated queues, and overloaded call ports.

> "We tried to use an out-of-the-box callback solution, but it failed—there was too much volatility and not enough visibility into how these calls were connecting. It just wasn't helping customers."

U-HAUL

With Mindful, you get the original and best-in-class callback solution.

Contact centers are fine-tuned machines, so you need a callback solution that works hand in hand with your call and queue flows. After pioneering virtual hold nearly 30 years ago, Mindful Callback delivers a Fortune-chosen callback solution in a rapidly deployed SaaS platform.

Omnichannel by design.
Many believe click-to-call drives more call volume and longer hold times—but with Mindful, that's a myth we can confidently bust. Mindful's click-to-call solution meets customers in any channel to remove hold times, proactively prep agents ahead of the call, and eliminate repeat callers across every experience.

Maximize efficiency with customer-first callback.
Mindful's customer-first setup maximizes agent efficiency by dialing the caller first, removing agent idle time. Agent-first callback is also an option, and can be configured by line of business, department, or any way that best suits your brand.

Callback pacing, accuracy, and the integrity your business expects.
Accurate estimated wait time, call pacing, and queueing integrity make for a perfect and precise callback every time and never interrupt existing queues and agent workflows. Duplicate callbacks are also prevented, avoiding repeat callers that flood lines and negatively impact the accuracy of workforce management forecasting.

Intelligent callback dials the perfect experience.
Mindful is flexible to fit the demands of any large business, so it's easy to fit into any configuration and route anywhere, offering callbacks to specific lines of business, queues, agent skillsets, or specific individuals.

The callback experience your customers (and brand) deserve.
Define and dynamically adjust the callback experience offered to customers based on business hours, holidays, or after hours. Mindful even intelligently handles callback volumes and caller experience when the call center is approaching closing time.

Ready for any platform.
Mindful is platform-agnostic, making it easy for you to integrate into any environment quickly and seamlessly, including leading CCaaS platforms like Genesys Cloud, Amazon Connect, Twilio Flex, and any on-premise configurations.

Mindful Callback is table stakes for brands that value customers.

3-5% NPS growth	47% lower ASA	28% lower abandon	Improve SLA 13%

Evaluating a new callback solution is mission-critical to your CX program. Let us show you why Fortune 100 brands rely on Mindful to deliver world-class customer experiences.

Get a demo

mindful™

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