



KAKAPO

SYSTEMS

# WEB CALLBACK QUEUES

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**Unity Contact Center | A dynamic,  
customizable, 'Call Me Back' website  
widget for CX Optimization**



# WEB CALLBACK QUEUES

Give Customers the option to request a callback – Happy Customers are those that don't queue.

Keep inbound callers off hold and reduce call peaks and troughs for agents by enabling customers to request a call back when they're online.

Unity Callback queues for BroadSoft are web-based widgets that let the customer enter their details on the company's website and wait for a call. The request is then queued into the required Agents who can initiate the outbound call on their BroadSoft extension with one click.

## STIMULATE CUSTOMER ENGAGEMENT

Scalable for any use case, from general customer contact or front ending entire sales campaigns on thousands of pages.

## REPORTING AND INSIGHTS

Understand customer contact patterns and measure success from advertising initiatives.

## CRM PROFILING

Unity will profile the CRM lead or Contact allowing Agents to prioritise call-backs to sales opportunities.

## SCHEDULE CALLBACKS

Agents can schedule callbacks for a time favourable to the customer, catering to their needs and improving overall service.

## ADD NOTES AND STAY INFORMED

Add notes and updates to the callback in order to inform the next Agent about the nature of the call and any attempts made.

## VIEW HISTORICAL CONVERSATIONS

Agents can see previous conversations from the customer, allowing them to pick up from where they left off.



“UNITY CALLBACK QUEUES FOR BROADSOFT ARE WEB-BASED WIDGETS THAT LET THE CUSTOMER ENTER THEIR DETAILS ON THE COMPANY'S WEBSITE AND WAIT FOR A CALL.”



## ABOUT KAKAPO SYSTEMS

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At Kakapo Systems, we are software solutions providers developing apps that enhance call and contact center offerings for the Cisco® BroadSoft® platform.

Our solutions are built for small to medium businesses, with an ethos that puts genuine human connection and intuitive, feature-rich, yet accessible applications at the forefront of our design decisions.

We are an international company, with offices in London and India, supporting clients all over the world.

## NEXT STEPS

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To request a free trial or demo of **Web Callback Queues**:



**Visit** [www.kakaposystems.com](http://www.kakaposystems.com)



**Contact** [tellmemore@kakaposystems.com](mailto:tellmemore@kakaposystems.com)

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