# Intelligent Callback

Intelligent callback has long been recognized by contact center experts as one of the best ways to improve customer satisfaction while reducing operational costs. Hold-Free Networks removes one of the major obstacles to widespread adoption with a service that can be deployed across modalities without requiring a capital investment or lengthy systems integration project.

Features	Callback Options	Agent Priming Options
- Intelligent routing	- Estimated wait time	- Issue context
- Dynamic menu options	- Scheduled requests	- Whisper coaching (TTS)
- Business rule settings	- Intelligent retries	- Customer authentication
- Customizable reporting	- Multi-channel business rules	- Pass data to CRM/CTI systems

Hold-Free's cloud-based platform offers three different ways for enterprises to help their consumers avoid the dreaded experience of waiting on hold for customer service:
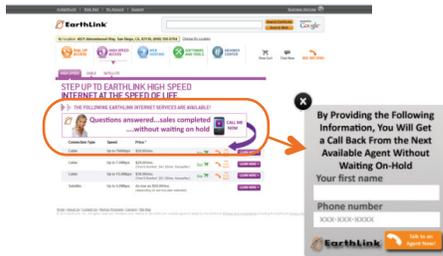
Web Callback
◊ Hold-Free supplies iFrame or hyperlink
◊ Hold-Free hosts forms, drop-down menus
◊ Alternately, enterprise uses REST API
◊ Context of Web session is passed to contact center

Voice Callback
◊ Enterprise bridges calls to Hold-Free for scheduling
◊ Enterprise transfers calls to Hold-Free for scheduling
◊ Hold-Free hosts portion of IVR for callback
◊ No integration required with ACD

Mobile Callback
◊ Modules for existing Smartphone Apps in:
  - Java
  - Objective C
  - Hold-Free REST API
◊ Able to bypass Toll Free network
◊ Context of Mobile session is passed to contact center

About Hold-Free Networks
Hold-Free Networks is redefining customer satisfaction in the age of the highly connected and generally impatient consumer. The Hold-Free platform enables enterprises to offer a more empowering experience to consumers who do not have to search for Toll Free numbers, repeatedly input account information, or wait on hold. This is accomplished using a patented Reverse Automation engine that virtualizes the boundaries between self-service and live service.

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