PureConnect Use Cases

Genesys Callback (CE03) for PureConnect

5/22/2026

Offer callback to queuing callers

What's the challenge?

When callers wait in long queues, customer frustration with your brand goes up right along with your abandonment rate. However, always keeping staff at peak performance level is costly and inefficient. You need a way to distribute calls during peak times to meet your service levels and keep callers happy.

What's the solution?

An alternative to waiting on hold can make the difference in a customer's experience. After a threshold of time, give callers the wait time and the option of receiving a callback. Now you can deliver higher customer satisfaction without maintaining a peak-level staff.

Other offerings:

Genesys Engage on-premises

Contents

Use Case Overview

Story and Business Context

This functional use case enables you to improve customer experience by providing wait time information and callback functionality. Depending on the length of the wait time, the system can play different messages and provide optimized customer experiences for various situations. You can specify the upper wait time threshold and the automatic transfer out of queue behavior based on the business. You can monitor the outcome of caller behaviors using reports and quickly adjust the settings if required.

Use Case Benefits*

The following benefits are based on benchmark information captured from Genesys customers and may vary based on industry, lines of business or Genesys product line:

Use Case Benefits	Explanation
Improved Customer Experience	Offering callback and providing wait time information during busy times rather than keeping customers on hold improves the customer experience.
Improved Employee Utilization	Smoothing of inbound call volumes with offer of callback during busy times improves employee utilization.
Improved First Contact Resolution	Offering callback reduces the instance of follow-up and repeat calls by customers who have previously abandoned.
Reduced Handle Time	Customers who have not been kept on hold are less likely to spend time 'venting' in frustration, so reducing handle time.
Reduced Interaction Abandonment	Setting customer expectations about wait time with the offer of a callback reduces abandonment rates.

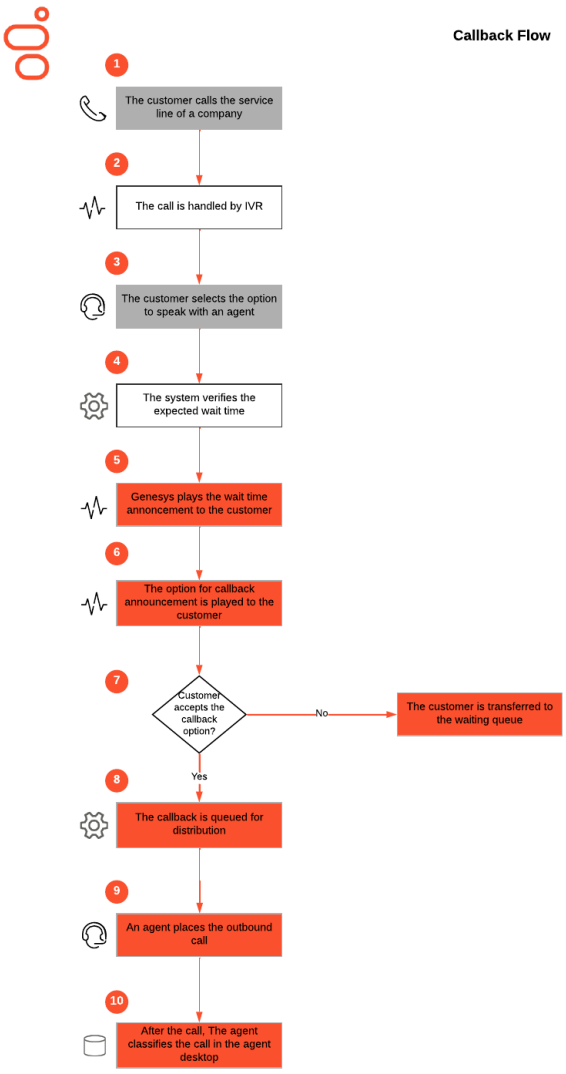
Summary

Enhance your IVR application with the possibility to offer a callback. For example, if the customer has chosen to transfer to a representative but a long wait is expected, they can hear a message letting them know the estimated wait time along with an offer to receive a callback later.

Use Case Definition

Business Flow

Callback Flow



Business Flow Description

1. A customer calls a service line of the company.
2. The call is handled by the IVR
3. At some point the customer needs assistance and chooses a menu option for agent transfer. The type of request and the agent skill(s) necessary to handle the call are determined by logic applied when the caller leaves the IVR.
4. The system verifies the expected wait time for the particular request. If the wait time is below the thresholds, the caller is immediately transferred to the corresponding queue to wait for an agent with the requested skill(s) necessary to handle the call.
5. If the expected wait time is above the threshold, the system plays a wait time announcement to the caller. This can be a generic announcement or the amount of estimated wait time rounded to minutes.
6. After the announcements, the option for callback is announced to the customer.
7. If the customer does not accept the callback, the call is transferred to the corresponding waiting queue. In case the customer accepts the callback offer, the system continues with the registration of the callback.
8. When the callback interaction is next in queue, it is presented to the agent to place an outbound call.
9. Agent places the call.
10. After the conversation between the agent and the customer, the agent can classify the call for reporting purposes via their agent desktop.

Business and Distribution Logic

Business Logic

Callback Offering and Registration This section describes the business rules which drive the decisions made by the voice application, such as how the business rules are configured. The voice application verifies the estimated queue wait time for the type of request before transferring a call. The returned wait time is checked against the user specified settings:

- Automatic transfer threshold: If the expected wait time is less than this threshold, the call is automatically transferred to an inbound queue. The logic and business rules used to distribute the call to an agent from this queue are not part of scope of this use case.
- Upper wait time play back threshold: If the expected wait time is in between the automatic transfer and the upper wait time play back threshold, the expected wait time is announced to the customer (rounded to minutes). If the business prefers not to announce an expected wait time, a generic message can be played instead. After this announcement a callback is offered to the customer.
- If the wait time is greater than both thresholds, a generic message is played before offering callback to the customer.

The business can configure the messages played and the thresholds.

Callback The following parameters are configurable for the callback logic:

- Voice prompts for announcements / treatments for the callback

It is possible to assign a priority to callback requests. This is important in the case when this use case is combined with other inbound media types (e.g., chat or e-mail).

These parameters are configurable per type of request. The type of request is determined by the point in the IVR where transition from self-service to assisted service is required. It is defined by the auto attendant application using this callback functionality.

Distribution Logic

Distribution logic to define IVR callbacks Included in this use case is the addition of a single logical callback point within the IVR, with a single inclusion of the business logic. Additional instances of this use case may be added for expanded callback use.

Distributing transfer calls to agents This functionality is outside the scope of this use case. The solution will transfer the call to an existing queue for inbound voice routing and will leverage existing inbound voice routing functionality.

Distributing callback requests to agents

The following lists the minimum functionality for distributing a callback generated from the IVR to agents:

- Routing of callback requests to agent is based on agents' workgroup and skills. The required skills for a callback request depend on the type of request and the language. The mapping between subject and workgroup and skills is configurable.
- If this use case is used in combination with other use cases for inbound interactions of a different media type: Blending with other media types is supported including configuration of capacity rules.

User Interface & Reporting

Agent UI

The following lists the minimum functionality for the agent’s callback interface:
Customer phone number
Disposition Codes to classify call and call outcome for reporting purposes
We assume that this use case is used in addition to existing inbound voice functionality, so all agent desktop functionality available to handle inbound voice calls as part of this use case will also be available for handling callbacks.

Reporting

Real-time Reporting

PureConnect provides callback queue statistics (offered, answered, abandoned, service levels, etc.). A callback interaction is an interaction type just like calls, chats or emails.

Historical Reporting

PureConnect provides callback queue statistics (offered, answered, abandoned, service levels, etc.). A callback interaction is an interaction type just like calls, chats or emails.

Additional statistics are available with Professional Services customizations.

Customer-facing Considerations

Interdependencies

All required, alternate, and optional use cases are listed here, as well as any exceptions.

All of the following required:	At least one of the following required:	Optional	Exceptions
None	**Inbound** • Genesys Call Routing (CE01) • Genesys Personalized Routing (CE02)	None	None

General Assumptions

Preconditions

This use case contains only the functionality described in CE03, which can be integrated in existing voice (self-service) applications. This additional voice application functionality is not part of this use case.

The use case contains the functionality to transfer the caller directly to an agent without callback. This functionality consists of transferring the call to a route point / queue. The routing functionality for these calls is not part of the scope of this use case; rather existing inbound voice routing capability will be leveraged. Similarly, existing queues will be used to determine the expected wait time. The routing logic for these inbound voice calls needs to be implemented in Genesys.

This capability can be provided by one of the following use cases:

- Genesys Call Routing (CE01) for PureConnect
- Genesys Personalized Routing (CE02) for PureConnect

Customer Responsibilities

NA

Document Version

- Version **ver 1.0.1** last updated **May 23, 2026**