Call Queues and Ring Groups

Call Queues

What are call queues?

When you call a business and hear a recorded message, such as: "Please remain on the line and your call will be answered in the order it was received", you are experiencing a call queue. It can be annoying if one is in a hurry, but it's a lot better than a busy signal!

How do call queues work?

Incoming calls are placed in an ordered "queue," or line, while employees are busy with other calls or activities. The queued calls are then distributed to the next available person, in the order received, enabling prompt and efficient service.

When a call queue is created, specific extensions can be assigned and the administrator can customize how incoming calls are prioritized and routed, based on skill sets and availability. Greetings, customized messages and hold music can be tailored and applied as needed. In addition, employees can also be given the option to log themselves in and out of queues, if desired.

8x8 Call Queuing

Call Queuing is an optional add-on feature with 8x8 X Series. Starting with X Series X2, Call Queuing options begin with:

- Up to 20 callers per queue.
- Up to 102 queues per PBX.
- A secondary queue extension group for each queue.
- Free voicemail box for each queue.

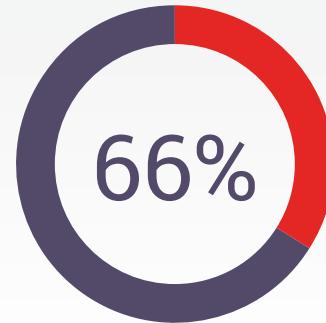Call Queues can be purchased in sets of six.

In addition, beginning with X Series X6, the optional Queued Callback feature gives callers the opportunity to receive an automatic callback as soon as possible, instead of continuing to wait on hold. The system can automatically detect the caller's phone number, or the caller can be given the option to input a preferred callback number before exiting the queue. The system retains the call's queue position, and an outbound call to the customer is then presented to the next available agent. Long hold times can be virtually eliminated, thus creating a better overall experience, without increasing the number of agents (and costs).

[1]Source: Arise Virtual Solutions, 2019

Key Benefits

Enables efficient customer service by intelligently routing calls to the right resources, in an organized and prioritized way.

Reduces wait times as the next call in line is answered promptly by the next available employee.

Improves the customer experience with announcements, valuable information and/or the opportunity to request a call-back instead of waiting on the line.

66%

of callers will hang up within 2 minutes of being on hold.[1]

Ring Groups

What are ring groups?

Ring groups (or hunt groups) can increase efficiency and reduce wait times for customers. Ring groups distribute incoming calls more efficiently among employees, and are often used to better balance workloads within specific business groups or departments.

How do ring groups work?

Ring groups can be set up so that all the phones in a group ring at once, in which case the call goes to whoever picks it up first. Alternatively, a "round robin" approach can be used, in which case the extensions in the group ring in a specific order until the call is answered.

8x8 Ring Groups

Each 8x8 Ring Group can have any type of number assigned to it—a virtual number, a toll free number, the main company number or any other number in the system. Alternatively, calls can also be answered by an auto attendant or by another secondary extension.

Ring groups can be configured in three different patterns, depending on the requirements of the business and/or contact center.

- **Cyclic:** Also known as "rollover". A cyclic pattern allows an equal distribution of calls, making sure all extensions in the Ring Group assist in answering the calls. One can set the number of times the call cycles through the extensions before sending it to voicemail.

- **Cyclic Repetitive:** A cyclic repetitive pattern allows calls to be distributed among extensions in a group, in the precise order in which the extensions are entered. One can set the number of times the call cycles through the predefined extensions before sending it to voicemail.

- **Simultaneous Ring:** With the simultaneous ring pattern, all extensions in a group ring when a call comes in. The first extension to pick up the phone answers the call.
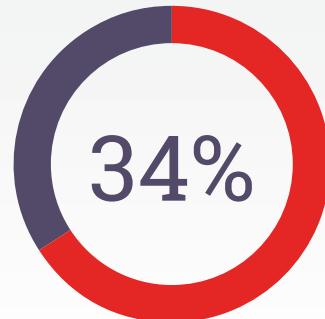
The 8x8 X Series includes nine Ring Groups out of the box. There can be up to 130 Ring Groups. If more are needed, they can be ordered in sets of one, six and 15.

Key Benefits

Reduce abandonment rates by ensuring every customer talks to a real person, with the least possible amount of wait time.

Balance workloads by evenly distributing incoming calls to the appropriate groups.

Ensure prompt customer service by easily adding or removing resources as required.

34%

of callers who hang up won't call back, ever.[2]

[2]Source: Voice Response, Inc