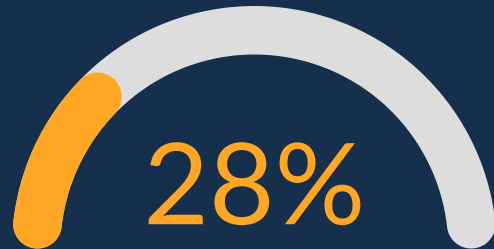# ALL ABOUT CALL BACKS

Call backs are considered a best practice in the real estate industry, but can create inefficient processes. We surveyed CertifID customers about previous call back procedures, here's what we found.

3.5

AVERAGE MINUTES PER CALL BACK

Around 15% of respondents identified the procedure taking 9+ minutes on average.

28%

ANSWER ON THE 1ST ATTEMPT

A majority of call backs take more than one call. And if you are constantly calling or getting interrupted for a call it is likely a much bigger distraction.

"Call back procedures are starting to take a toll on our business"

Time adds up when you consider the number of files per month that require call backs. This is assuming the first attempt is successful and you're only doing call backs on disbursement wires. If that's not the case, the per file is even higher. Imagine what you could do with this much time back across the team.

TIME PER FILE

1 file = 3.5 mins

100 files = 6 hours

500 files = 30 hours

Companies need to evaluate their workflow

As legacy best practices start introducing operational debt and struggle to keep pace with the sophisticated tactics of fraudsters, it's time to re-evaluate the workflow and find efficiencies from streamlined processes.

**Ready to start eliminating call backs?
Visit certifid.com to learn more.**

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