Getsitecontrol

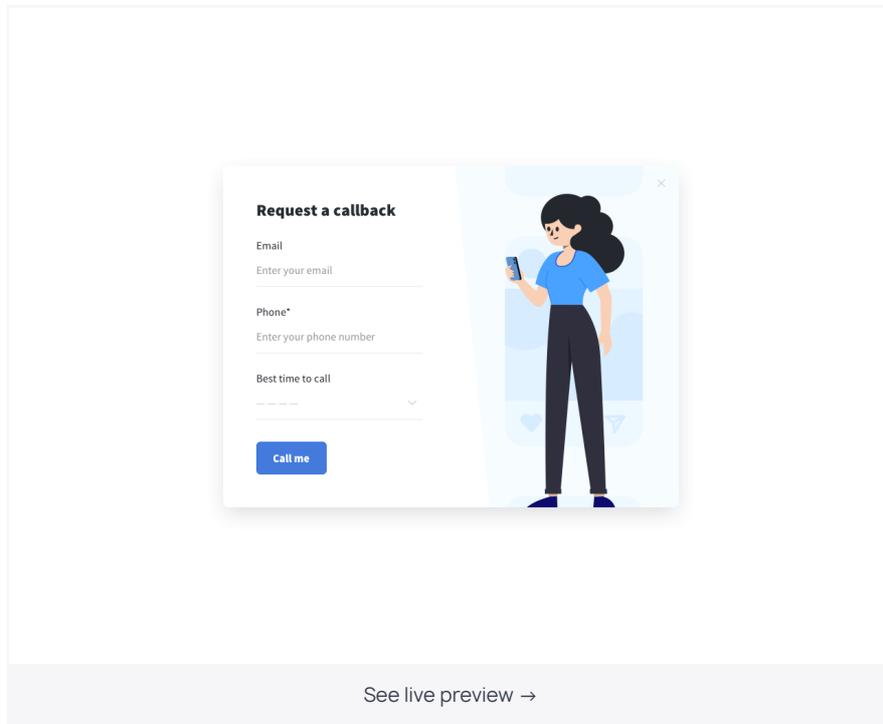# Add a callback request form to your website

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5 min read

Online consumers are getting less patient and more demanding when it comes to customer service. Asking your prospects to stay on hold when they are trying to reach you via phone has long been considered poor business practice.

That's why website callback buttons have become so popular. They save lots of time and allow for contacting businesses whenever it's convenient for the prospects.

With Getsitecontrol, you can add a button to your website that lets visitors quickly schedule a call. When someone requests a callback, you'll be receiving instant notification via email.

Here is how your website callback form may look like:

See live preview →

And you get to decide how the form will appear on your website. For instance, it may look like a panel at the bottom of a page that expands upon click. Or it can look like an animated "schedule a call" button that launches a pop-up callback request form.

Below, we'll explain how to implement a callback form on your website and show you the best practices for setting it up.

Here is how to create a website callback form

If you want to go with the panel option, just go ahead and click on the template below. Then follow the instructions to add the form to your website. You'll be prompted to create a Getsitecontrol account where you'll be able to modify the form fields, create new ones, and customize the appearance of the form if needed.

See live preview →
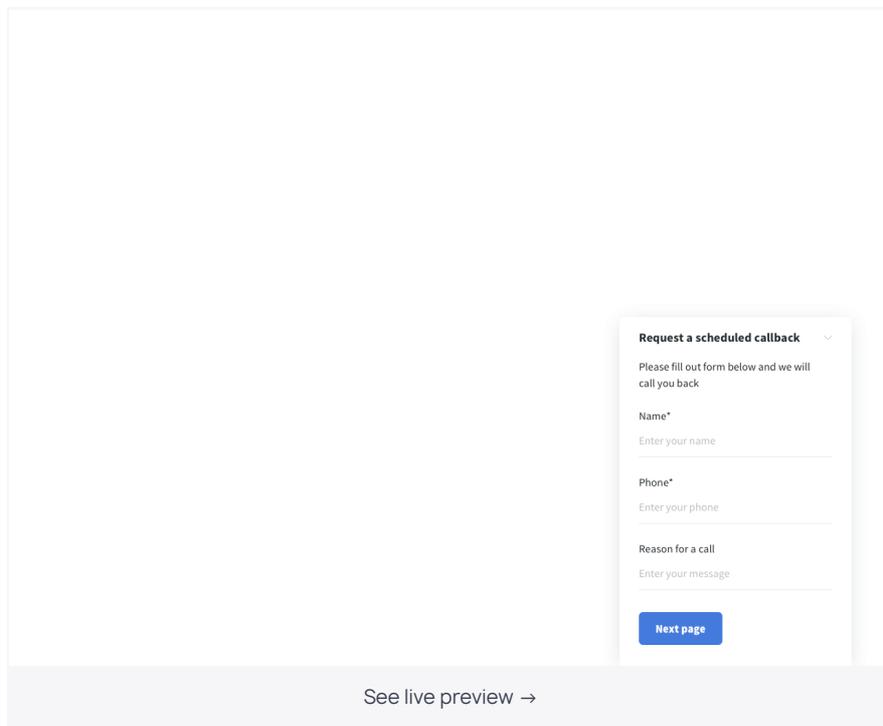
The process will take you just a few minutes and you don't need to have any technical skills for that.

Once you finish with the appearance, connect Getsitecontrol to your website, and the form will go live on every page of your website. You'll also be able to set an email where you'd like to receive notifications about callback requests and integrate the form to business software of your choice.

If instead of a panel, you'd like to add a floating callback button, follow these steps:

1. Log in to your Getsitecontrol dashboard.

2. Click +Create widget and choose Contact visitors from the dropdown list.

3. Select a webpage position for your widget: a modal popup or a fullscreen. Then choose a template that appeals to you and click Continue →.

4. The template already includes two fields: "Email" and "Message". You might want to modify the copy and add a couple more fields such as "Name", "Phone", "Best time to call" and "Comments". All of that can be done on the Content tab.
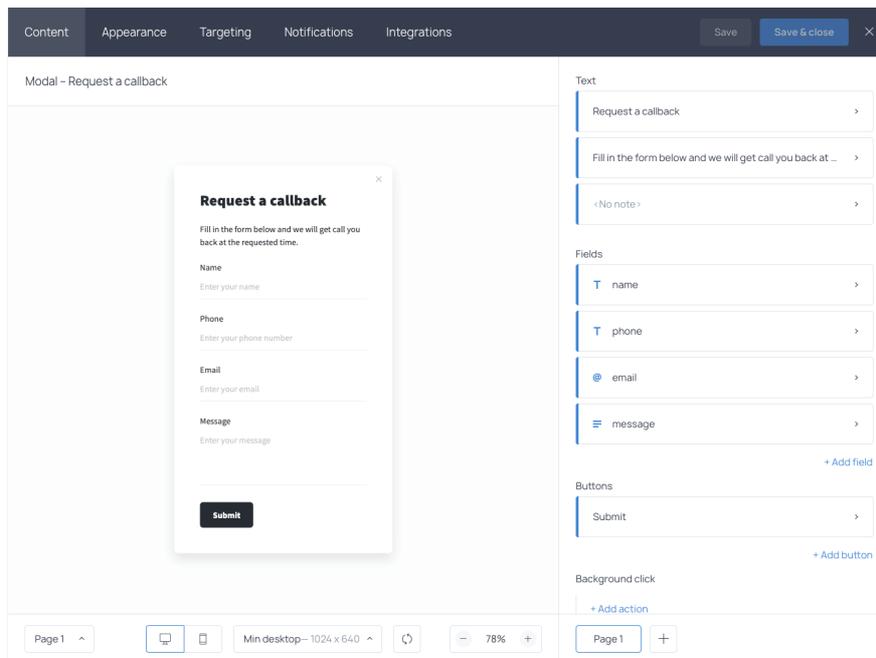
5. If you'd like to change the look of your callback request form, you can do it on the Appearance tab. For instance, the Theme button will allow you to change the colors of text and buttons. You can also adjust the size and paddings of the form for mobile screens to ensure the best user experience.

6. Finally, go to the Targeting tab to set your display condition. Since you'll be using a floating button to launch the form, you don't want it to display on its own. Find the "Start to display the widget" menu and remove the "At once" option by hitting X.

7. Click Save & close to save the changes and activate the widget.

Now that you have the callback request form ready, all you need is to add a floating button and connect the two. There is no need to create the floating callback button from scratch. Just make a click on the template below and follow the instructions to add it to your Getsitecontrol dashboard.

See live preview →
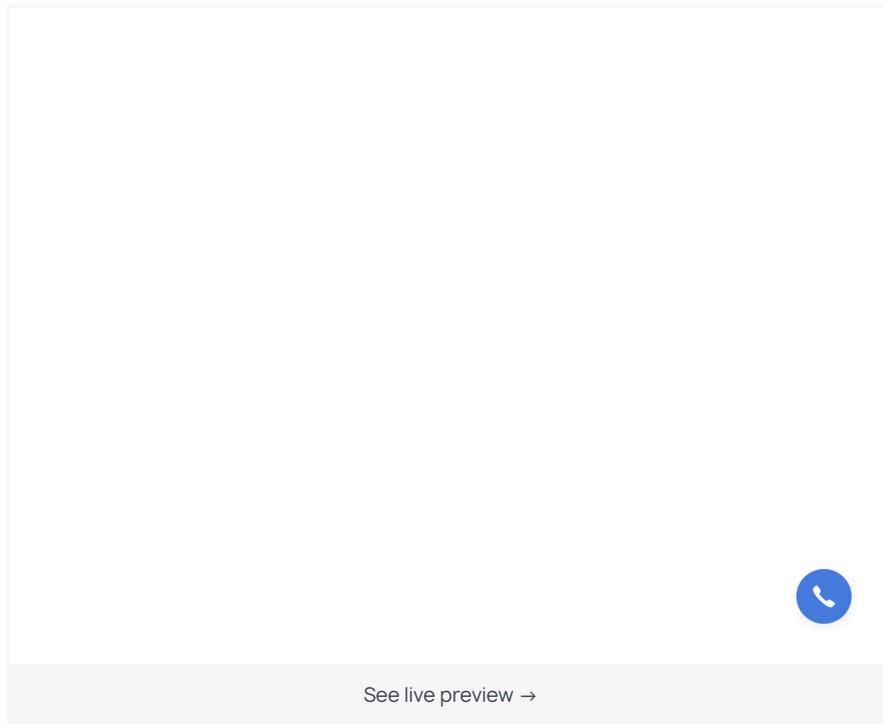
Once in the dashboard, there are three simple steps left. To make sure that the callback request form pops up on button click, you need to do the following:

1. Go to the Content tab and scroll to the Buttons menu.

2. Make a click on the button text to open the settings menu.

3. Delete the "Next page/Submit" rule, hit +Add action and select Show widget. Then select your callback request form from the list of available widgets.

Save your settings and activate the button. It will instantly go live on your website.

A callback request template: fields you should include to the form

The bare minimum of information you will need from a prospective customer before calling includes the following:

- First name and/or last name

- Phone number

- Best timeframe to call

Naturally, these fields should be marked as required.

If your business is operating countrywide or internationally, you can either add a time zone field or indicate your time zone when asking about the preferred hours.

> **There is no need to exhaust a prospect with too many fields, but for the sake of a more efficient phone conversation, you might want to include a couple more optional questions.**

It can be a generic "How can we help you?" or a more specific question related to your business like "What product/service are you interested in?"

Additional information will provide your customer support team with important context – therefore they might be able to resolve the query faster and more efficiently.

How to meet your prospects' expectations when they request a callback

Whether you have a customer service team or you're planning to perform callbacks on your own, below, there are three general recommendations on creating a smoother experience.

Offer scheduled callbacks and ASAP callbacks

You may think that if someone requests a callback, they want to be contacted as soon as possible. Yet, that's not always the case.

> **It might be a good idea to allow for choosing both hours and preferred days, so the prospects could pick the best option that works for their schedule.**

To do that, you can add either another dropdown menu field with options, or a comment field.

Prepare for the conversation using reports

A website callback form provides you with the means to get some insights about the prospective customer and their business needs. Getsitecontrol's detailed reports allow you to see what page the person was on when requesting a callback, their location, and most importantly, the answers to the form questions.

> **Although it may sound obvious, apparently, one of the most annoying parts of a callback for consumers is having to repeat the information they have already typed.**

Consider using an email autoresponder before calling

Not necessarily a must-do, but this tip can be quite helpful. If you add an email capture field to the callback form, you'll be able to send automated messages to everyone who fills it out. You can use it as a polite reminder about the upcoming call and include any information that might be useful for the prospects to check out in the meantime: links to your F.A.Q., blog, or social media pages.