

# Emerging Contact Center Solutions

## “Outbound Predictive Dialing”

TRMA – June 2001

### This Session will touch on:

Predictive Dialing

Business Uses

Value

Key Capabilities

Industry Trends



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# Predictive Dialing

- The Latin Definition
  - Dinnerus Interuptus
  - Hangrous Uptesourus
- Example
- The Process:
  - To call a telephone number in advance of a call center agent's availability in order to provide another customer to that agent as soon as they are available.



*Outbound Predictive Dialing*

# Business Uses



- Customer Solicitation
- Collecting of Money Owed
- Inventory Management
- Fraud Prevention
- Product/Service Updates
- Collecting Feedback
- Fund Raising

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# Fundamental Principles

- People to whom you wish to Communicate
- A Message/Goal
- Person to Communicate the Message

# Technology



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# Value Received

- **“... we have seen a 45% increase in the volume of outbound calls... We prevented the loss of \$600K of un-billable usage in a 30 day sample.”**
- **“... each system hour is worth \$200,000 dollars!”**



# Typical Results

- Up to 300% gain in agent productivity
- Costs reduced up to 66%
- Contacts per agent hour tripled



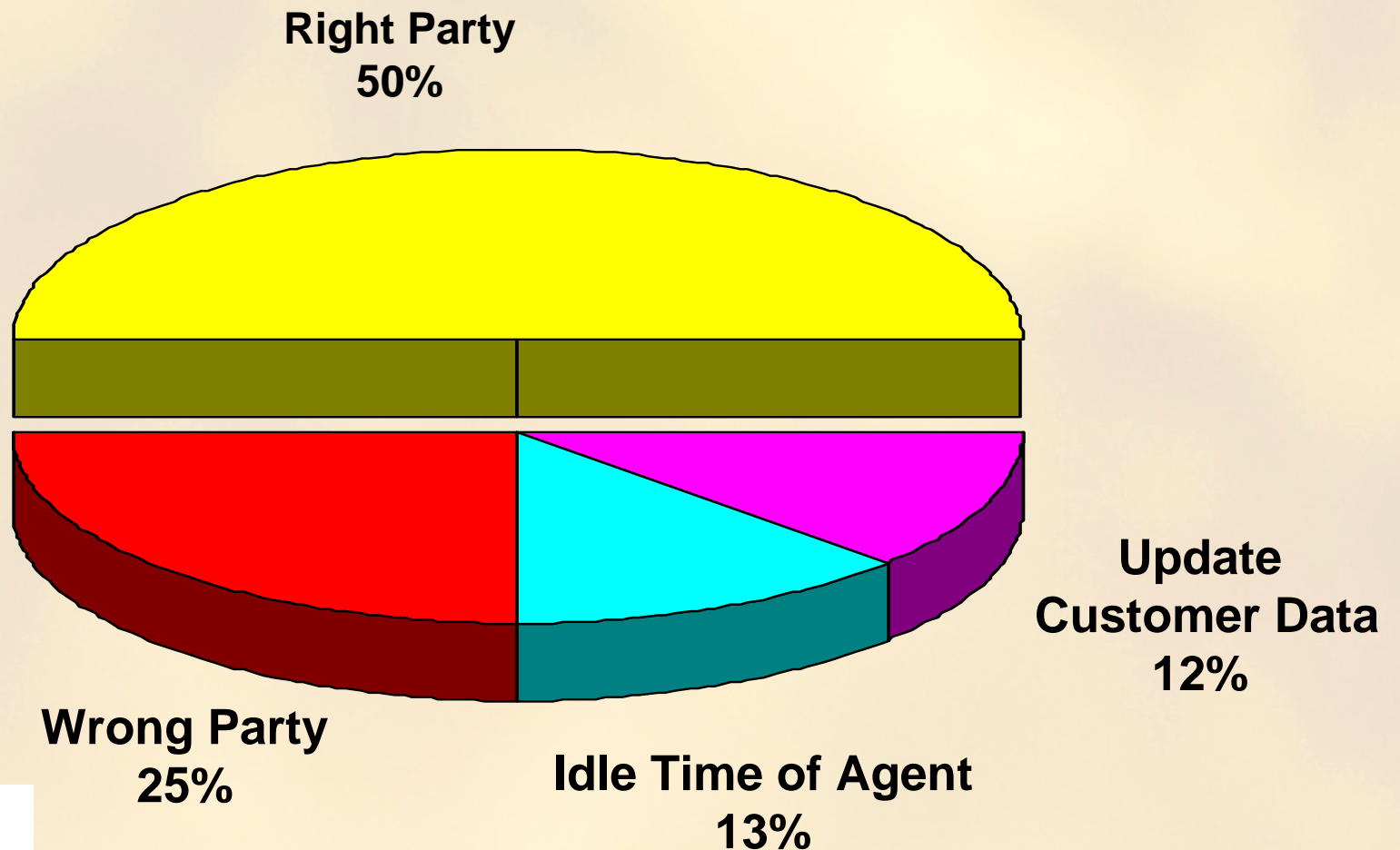
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# Key Capabilities

- Increase Productive Events
- Agent Productivity
- Targeting Specific Customers
- Call Blending
- Manage to Operation Goals
- Integration to Existing Infrastructure



# Increase the frequency of productive events



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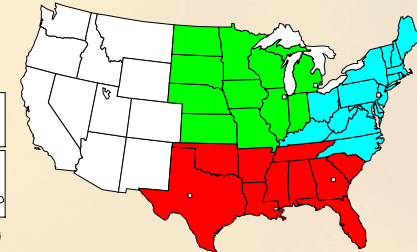
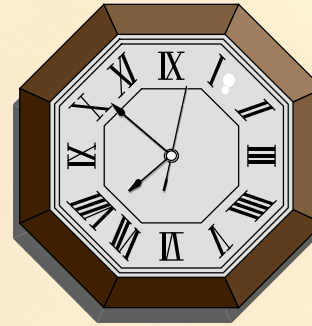
# Agent Productivity

- Communicating message
- Gathering Information to answer questions
- Updating Systems
- Call Strategies



# Targeting Specific Customers

- Whom to call
- When to call them
- Where to call them
- How to call them

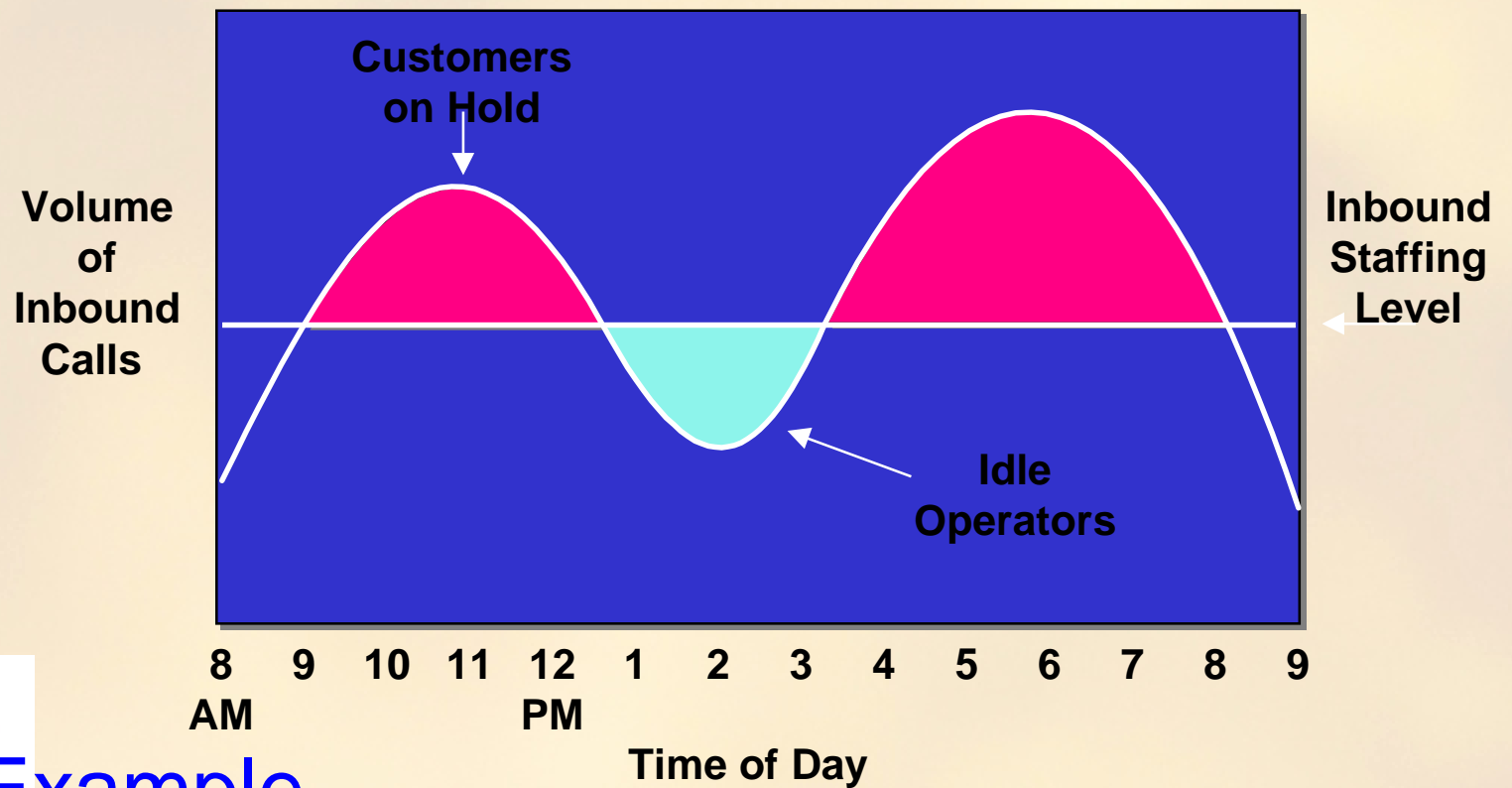


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# Call Blending

- Method for Balancing Agent Time and Customer Calls



Example

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# Manage to Operation Goals

- Real Time Adherence
  - Real-time view of operations

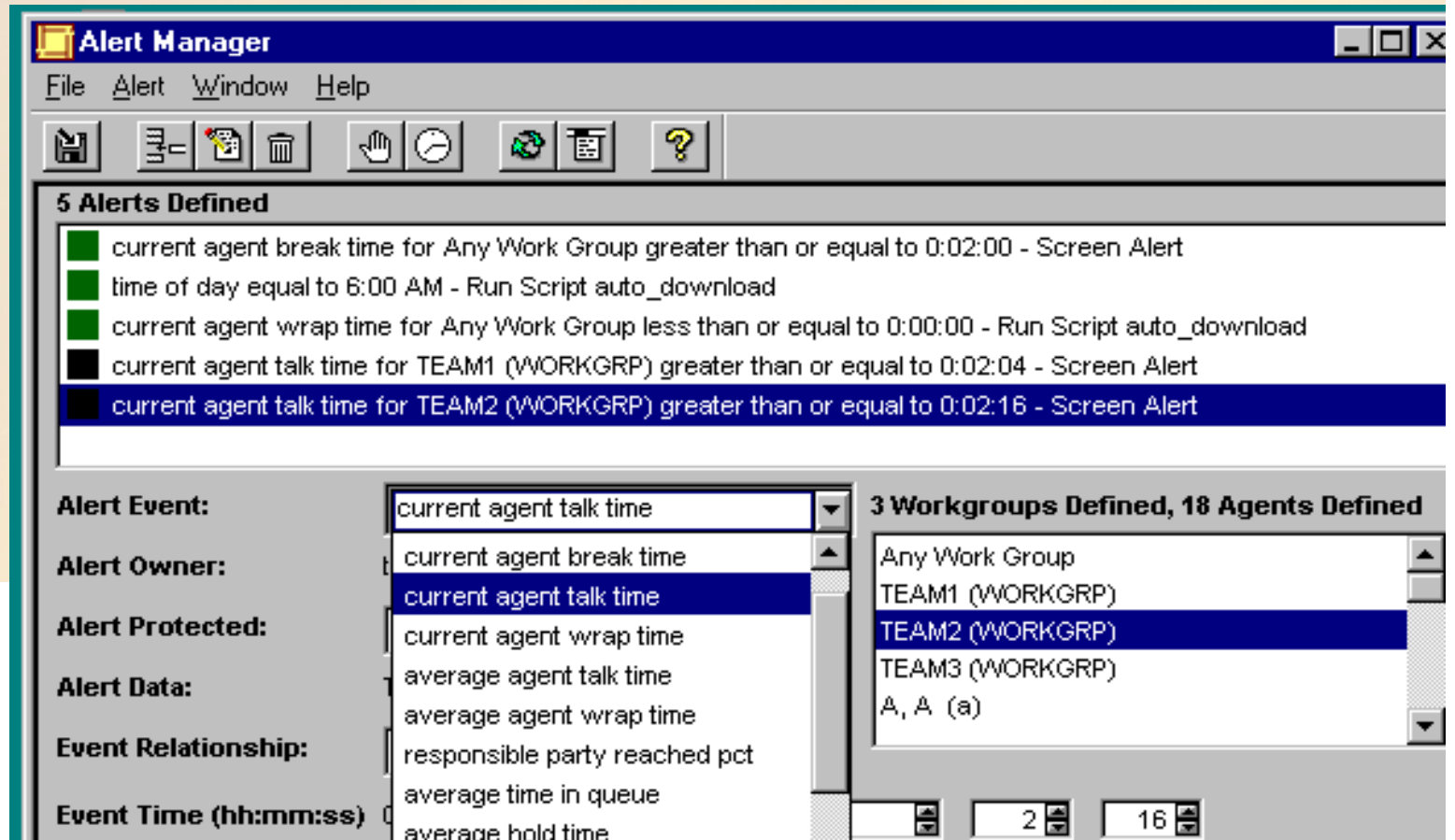
The screenshot displays the 'Agent Statistics' application window. The title bar reads 'Agent Statistics' and the menu bar includes 'File', 'View', 'Agent', 'Window', and 'Help'. Below the menu is a toolbar with various icons for navigation and control. The main content area is titled 'Agent Status' and shows a list of 17 agents. The interface includes a search bar on the right and a 'Sort By' dropdown menu. The agents are listed in a grid format, each with their name, team, current call status, and duration.

Agents Displayed:	17	Sort By:	Av
<b>KNOTEK, PETER (peter)</b> TEAM1 → 3 BLD T10 00:44 0 - A [TELDEMO] INBOUND	<b>BROWN, ANDREW (andrew)</b> TEAM2 ← 2 BLD T4 01:09 0 - A [TELDEMO] DLQ_90	<b>WALSH, NA</b> TEAM1 ← BLD T1 0 - LIST'	
<b>ANDERSON, CLARE (clare)</b> TEAM1 ← 2 BLD T6 00:59 0 - A [TELDEMO] L_INCOME	<b>PARKER, RANDY (randy)</b> TEAM2 ← 2 BLD T7 00:59 0 - A [TELDEMO] DLQ_60	<b>WALSH, MICH</b> TEAM2 → BLD T2 0 - INBOUND	
<b>DUSQUIE, ALLISON (allison)</b> TEAM1 ← 2	<b>CHEPONIS, SUE (sue)</b> TEAM1 ← 2	<b>SARRA,</b> TEAM2 ←	



# Manage to Operation Goals

- Real Time Adherence
  - Alert to operational deviations



The screenshot displays the 'Alert Manager' application window. The title bar reads 'Alert Manager' and the menu bar includes 'File', 'Alert', 'Window', and 'Help'. A toolbar contains icons for file operations and help. The main area is titled '5 Alerts Defined' and lists five alerts with their respective triggers and actions. The fifth alert is selected, showing its details in a lower section. This section includes a dropdown menu for 'Alert Event' (currently set to 'current agent talk time'), 'Alert Owner', 'Alert Protected', 'Alert Data', 'Event Relationship', and 'Event Time (hh:mm:ss)'. To the right, a panel titled '3 Workgroups Defined, 18 Agents Defined' lists 'Any Work Group', 'TEAM1 (WORKGRP)', 'TEAM2 (WORKGRP)', and 'TEAM3 (WORKGRP)', with 'TEAM2 (WORKGRP)' selected. At the bottom right, there are two input fields with values '2' and '16'.

**Alert Manager**  
File Alert Window Help

**5 Alerts Defined**

- current agent break time for Any Work Group greater than or equal to 0:02:00 - Screen Alert
- time of day equal to 6:00 AM - Run Script auto\_download
- current agent wrap time for Any Work Group less than or equal to 0:00:00 - Run Script auto\_download
- current agent talk time for TEAM1 (WORKGRP) greater than or equal to 0:02:04 - Screen Alert
- current agent talk time for TEAM2 (WORKGRP) greater than or equal to 0:02:16 - Screen Alert

**Alert Event:** current agent talk time  
**Alert Owner:** current agent break time  
**Alert Protected:** current agent talk time  
**Alert Data:** current agent wrap time  
**Event Relationship:** average agent talk time  
average agent wrap time  
responsible party reached pct  
**Event Time (hh:mm:ss):** average time in queue  
average hold time

**3 Workgroups Defined, 18 Agents Defined**

- Any Work Group
- TEAM1 (WORKGRP)
- TEAM2 (WORKGRP)
- TEAM3 (WORKGRP)
- A, A (a)

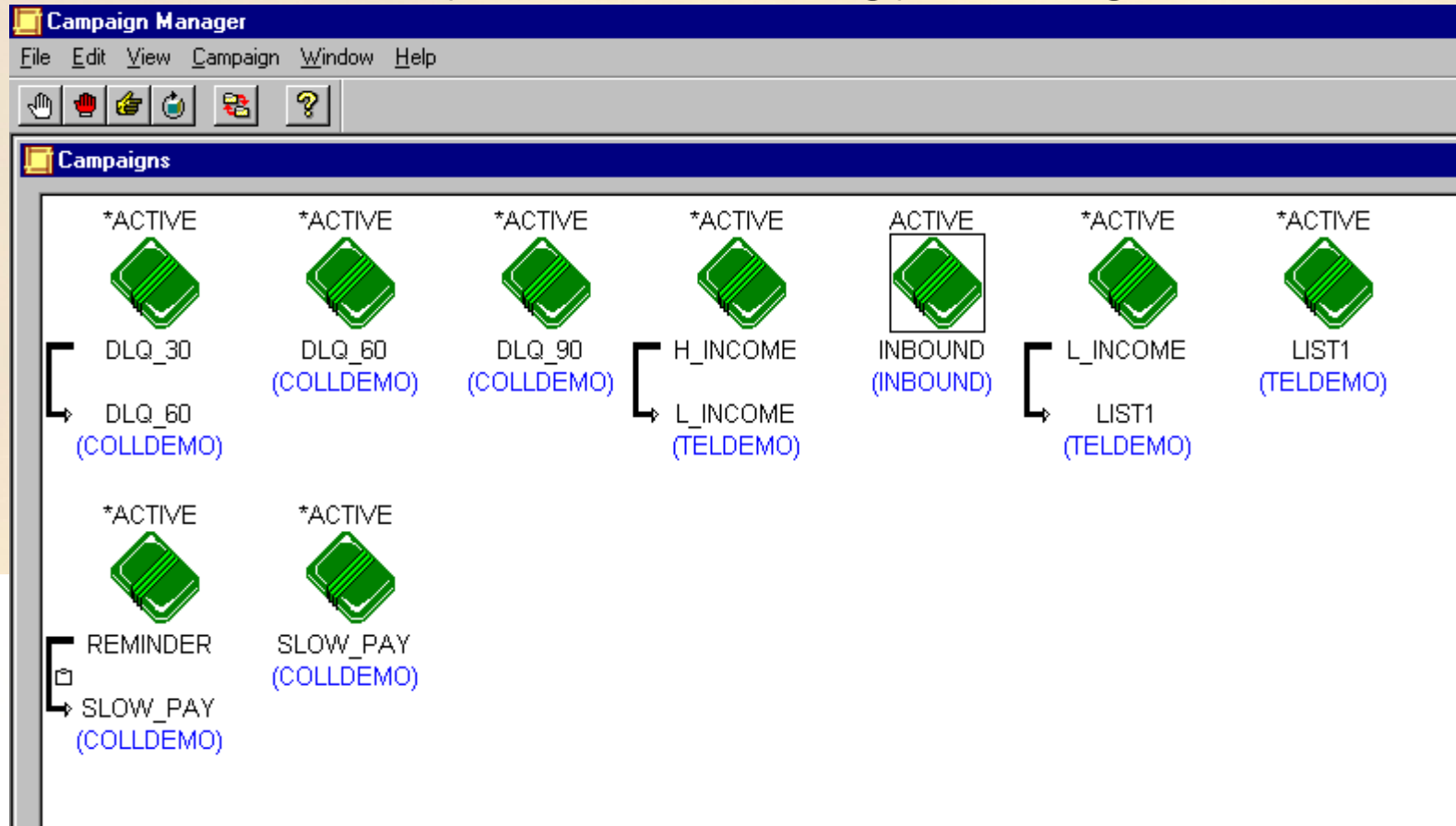
2 16

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# Manage to Operation Goals

- Real Time Adherence
  - Implement dynamic strategy changes



The screenshot displays the Campaign Manager application window. The title bar reads "Campaign Manager" and the menu bar includes "File", "Edit", "View", "Campaign", "Window", and "Help". Below the menu bar is a toolbar with icons for a hand, a red hand, a hand with a pencil, a refresh symbol, a printer, and a question mark. The main area is titled "Campaigns" and shows a list of seven active campaigns, each represented by a green icon with a white checkmark. The campaigns are:

- DLQ\_30 (ACTIVE)
- DLQ\_60 (COLLDEMO) (ACTIVE)
- DLQ\_90 (COLLDEMO) (ACTIVE)
- H\_INCOME (ACTIVE) and L\_INCOME (TELDEMO) (ACTIVE)
- INBOUND (INBOUND) (ACTIVE)
- L\_INCOME (TELDEMO) (ACTIVE) and LIST1 (TELDEMO) (ACTIVE)
- REMINDER (ACTIVE) and SLOW\_PAY (COLLDEMO) (ACTIVE)

Each campaign name is accompanied by a status indicator: "\*ACTIVE" for most, "ACTIVE" for INBOUND, and "INBOUND (INBOUND)" for the INBOUND campaign. Some campaigns have sub-items listed below them, connected by a bracket and an arrow. In the bottom left corner, there is a logo for "DAVOX" next to a globe.

# Integration to Existing Infrastructure

- PBX
- Corporate Applications
- Desktop Environment
- Business Model
- IVR
- Production Report Structure
- Other CTI offerings



# Company Resource

- System Utilization
- Boutique Uses
- Short Term Requirements
- Cost Allocation
- Dynamic Business Changes



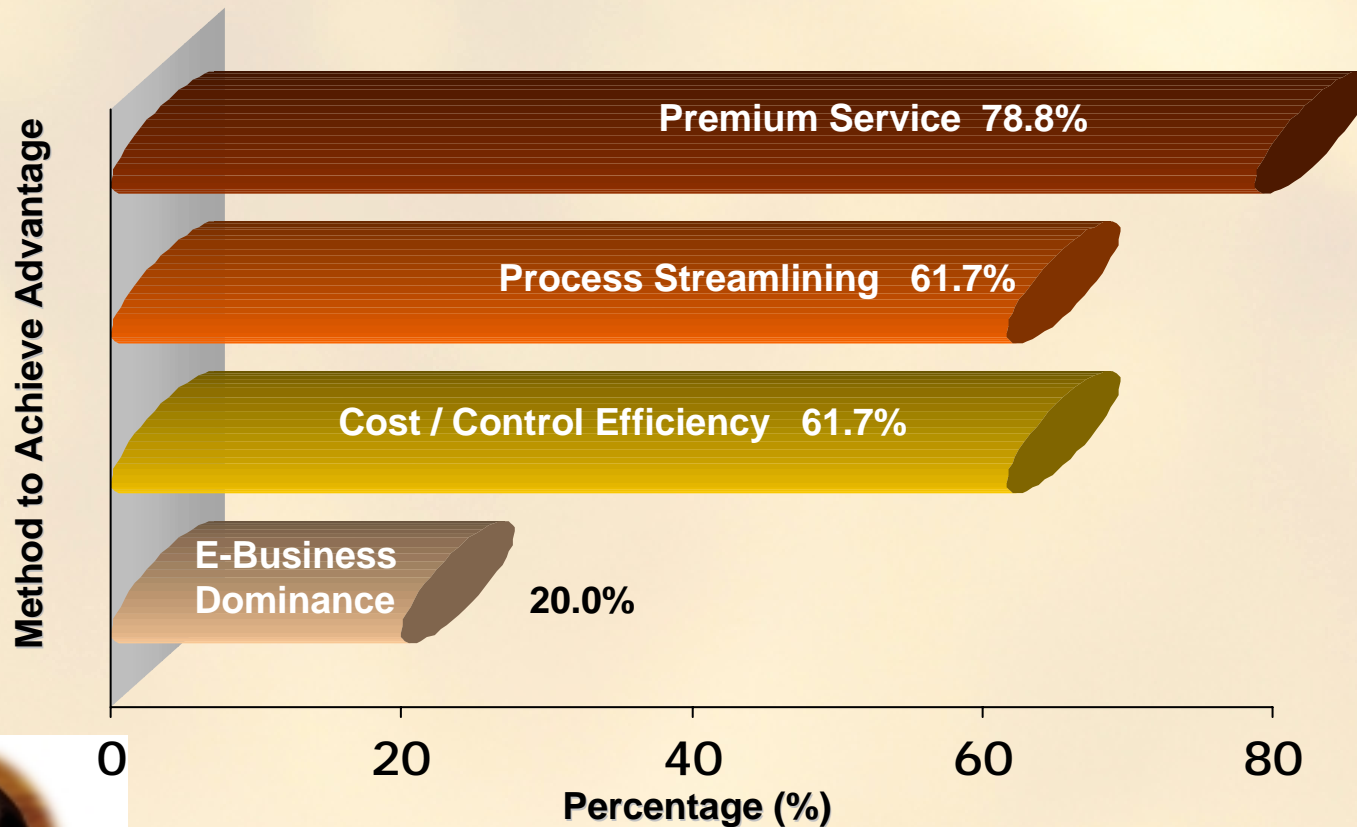
# Industry Trends

- Organizational Scalability
- Increase Agent Life Cycle
- The 3 Rights
  - Customer, Time, Resource
- Focused on Quality and Quantity
- Integrated into Planning Applications
  
- Multi-Channel



# Why Multi-Channel?

Executives seek to gain competitive advantage through better service, streamlining process and improving cost control and operating efficiencies.



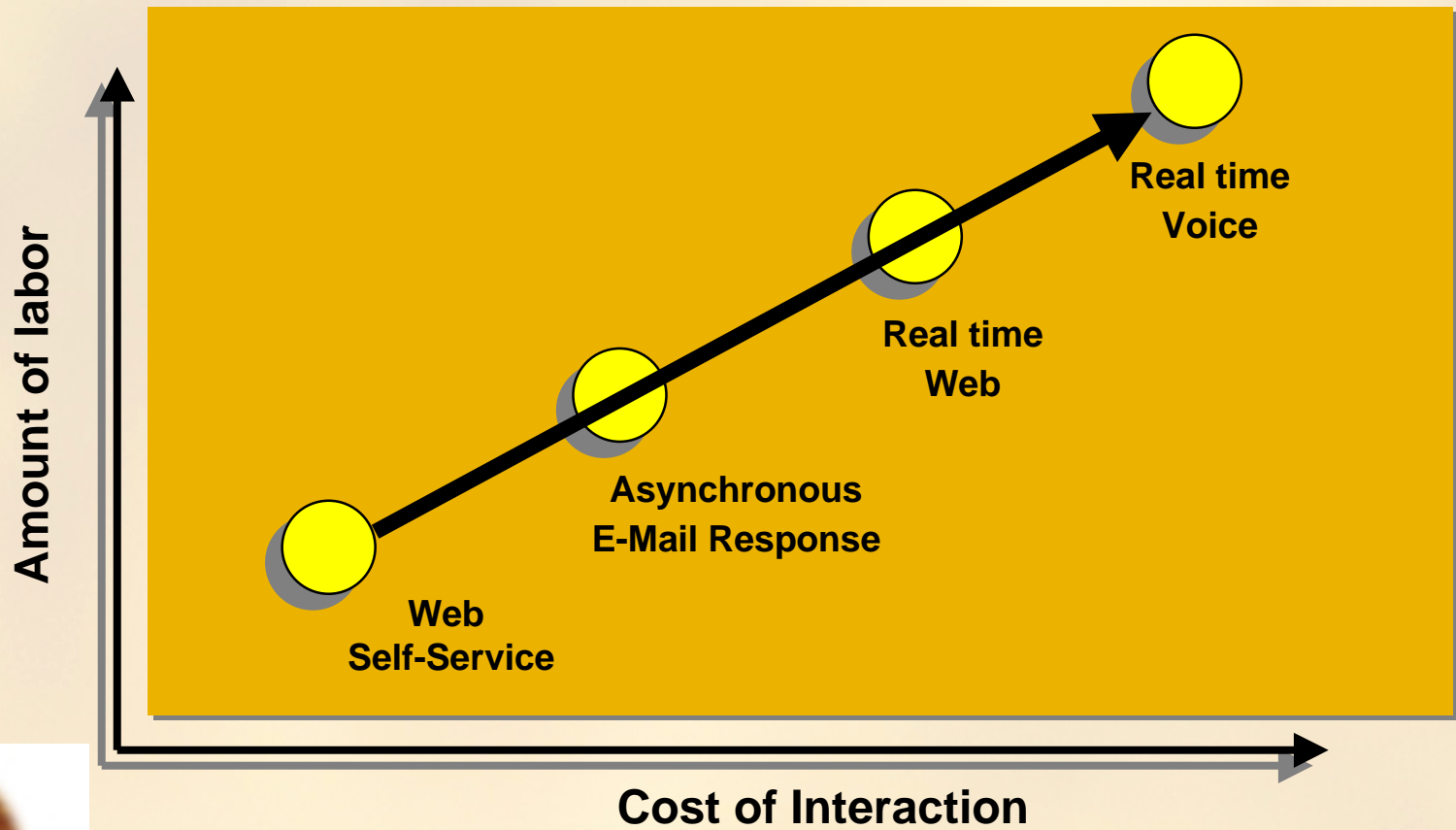
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Source: PricewaterhouseCoopers LLP, 1999

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# Multi-Channel Costs

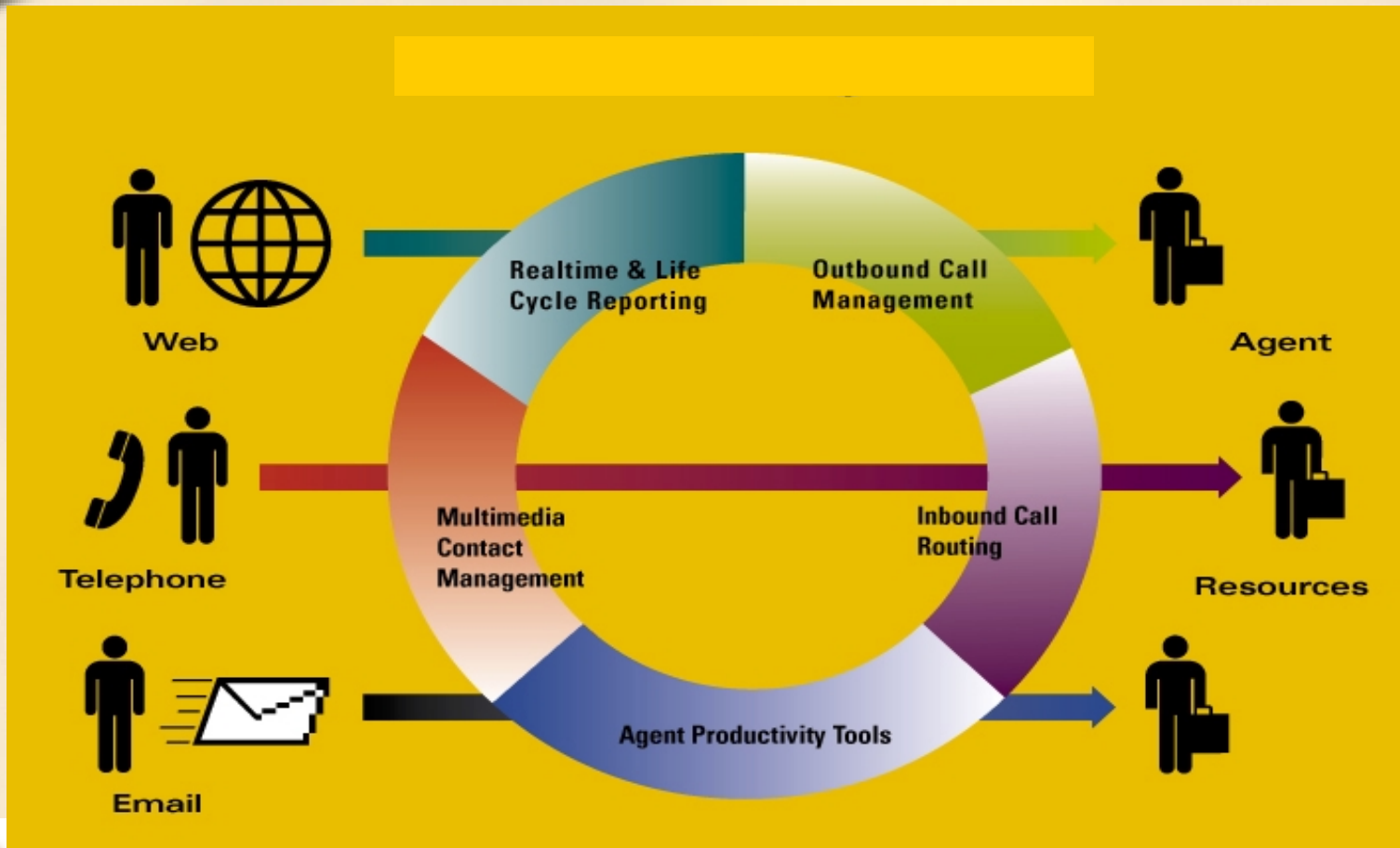


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# Multi-Channel Capabilities



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# Agent Telephony Interface

Unison Agent Workstation - Microsoft Internet Explorer

File Edit View Go Favorites Help

Logon Time

Connect Time  
00:00:03




## World Tel Corporation

Name

Address 1

Address 2

City  State  Zip

Phone 1  Phone 2

[Continue...](#)



# Agents Email Interface

Unison Agent Workstation - Microsoft Internet Explorer provided by MSN

The interface displays a mailbox for Terry White with 9 messages. The selected message is from Ken Ambrose with the subject 'Next version???' dated 2/24/98 10:25:17 AM. The message content is as follows:

From	Subject	Date
<input checked="" type="checkbox"/> <a href="#">Ken Ambrose</a>	<a href="#">Next version???</a>	2/24/98 10:25:17 AM
<input type="checkbox"/> <a href="#">Lana Sherman</a>	<a href="#">Re: Re: Re: Info Available</a>	3/01/98 2:20:00 PM
<input type="checkbox"/> <a href="#">Jen Bryan</a>	<a href="#">Catalog</a>	3/02/98 12:44:55 PM
<input type="checkbox"/> <a href="#">Brendan Conrad</a>	<a href="#">Error 53262</a>	3/03/98 3:51:00 PM
<input type="checkbox"/> <a href="#">William Kendrick</a>	<a href="#">Web Form Response</a>	3/04/98 3:51:00 PM
<input type="checkbox"/> <a href="#">Chris Machado</a>	<a href="#">Re: AcmeX 2.0 -- Special Offer</a>	3/17/98 5:23:51 PM
<input type="checkbox"/> <a href="#">Bryan Lee</a>	<a href="#">Re: AcmeX 2.0 -- Special Offer</a>	3/17/98 5:25:12 PM
<input type="checkbox"/> <a href="#">Susan Bay</a>	<a href="#">Re: AcmeX 2.0 -- Special Offer</a>	3/17/98 5:25:43 PM

**Incoming Message**

**From:** Ken Ambrose <ken@alt.net> via General pool  
**To:** info@acme.com  
**Date:** 2/24/98 10:25:17 AM  
**Subject:** Next version???

Hi,  
When will the next version of your software be released and what are the new features?  
Also, I was wondering if you have any job openings...I have attached my resume.  
Thanks,  
Ken

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# Thank You!



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