

Streamline outbound calling

Call handlers will spend more time talking and less time dialling with the icall suite progressive and predictive diallers. icall suite feature-rich automated diallers are easy to use, easy to set up and present significant benefits to both the business and the call handler.

Predictive vs progressive

Predictive dialling is most effective in campaigns that are fairly straightforward, such as commodity product sales. A predictive dialler connects to 'live' callers as soon as an agent completes the previous transaction. The dialling rate is controlled and automatically adjusted to maintain a contact rate that is synchronised with operator availability predictions. This method of dialling results in a small percentage of 'abandoned' or 'silent' calls; where customers receive calls when no agent is actually available.

Progressive dialling eliminates silent calls in line with the recent 2011 Ofcom industry dialling regulations but still delivers productivity.

Once an agent has indicated that they are ready for a call, information about the next call is presented to them and the number is dialled immediately. Calls that do not 'ring' are automatically and immediately disconnected, whilst 'no answers' are disconnected after a pre-defined number of seconds.

Why use automated dialling?

Automated dialling saves time and increases productivity. Call handlers can:

- Handle more calls.
- Receive call information when needed, rather than looking up the next call.
- Remove time taken waiting for an answer.
- Avoid manual dialling errors.
- Avoid missed call backs.

Diallers benefit both managers and agents, contributing to job satisfaction.

