



**Enghouse
Interactive**



Automated Outbound Dialing

Puts Companies “In Touch”

Reach more right contacts cost effectively with modern technology.

As the pace of business inevitably increases to meet consumer expectations and demands, smarter, faster, better, stronger competition is also increasing across industries. Producers and providers of complex products and services need to reach more existing and potential customers in order to take advantage of sales opportunities that can offset expenses and improve the bottom line. Unfortunately, reaching the right contacts isn't easy with consumers inundated and overloaded by a 24x7x365 onslaught of impersonal digital communications.

Many complex sales transactions require a proactive, highly-personalized level of attention that simply cannot be achieved through digital points of contact,

such as e-mail, instant messaging (IM), text messaging or SMS, and social media. This means that in spite of the recent rise in popularity of web portals and other self-service, digital access options, most businesses today rely on contact centers to reach target audiences effectively. In fact, voice communications are still widely recognized as the best way to reach select individuals for event opt-in, lead qualification, debt collection, human resources (HR) issues, and even customer surveys. But, manual calling practices are slow and inefficient, making automated outbound dialing solutions a critical component of success for companies looking to reach more customers, increase business-user control, and streamline operational costs.

Reach More Customers

Companies today need technology solutions for outbound campaigns that not only deliver the best productivity results for existing campaigns, but which also enable the rapid launch of new campaigns. By integrating with back-end systems and databases in real-time, outbound dialing solutions access information critical to predictive dialing programs that make decisions based on rules derived from historical trend analysis and variations.

Outbound dialers provide companies with robust on-demand reporting capabilities that enable rapid adaptation to elements of a dynamic, changing environment. And, the intuitive nature of the best outbound dialers means the solutions actually learn from patterns captured in ad-hoc reports created during peak calling periods within any given

campaign. So, not only does the outbound dialer adapt proactively to available dial slots by market segment, time zone and geography, supervisors can better define and adjust the rules and parameters guiding automated outbound dialing and agent actions to improve the right contact rate.

Outbound dialers combine pattern recognition with insight gained from real-time reporting to provide companies with real business intelligence (BI) that might otherwise be lost in translation. Furthermore, outbound dialers give contact center supervisors and agents with the right authority levels the ability to make necessary changes on-the-fly, thereby enabling a campaign to reach more customers in important target market segments.

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Increase Business-User Control

Legacy contact center management solutions are traditionally rigid systems which require IT intervention for simple changes that unfortunately require minor alterations to source code. Modern outbound dialing solutions use intuitive interfaces to put control at the hands of the business user instead of expensive, in-demand IT resources or operations professionals. This means less downtime spent waiting for critical workflow changes to be made, new campaigns to be launched, and scripts to be altered for improved effectiveness of existing campaigns.

Internally, outbound dialing solutions allow supervisors to create rules, more intelligently route calls, and tailor campaigns from the ground up based on results specific to agents individually or campaigns holistically. Increased controls over calls in particular, or the campaign in general, make contacts easier, the contact center more efficient, and agents more productive. Outbound dialing solutions make contact centers more responsive to the needs of a campaign, and supervisors are empowered to configure changes on-the-fly based on the reality of the campaigns.

Today's outbound dialing technologies also enable companies to ensure maximum service quality and minimum dissatisfaction. By maintaining strict control of nuisance calls and setting the maximum number of attempts to reach a single contact in a day, automated outbound dialing solutions actually reduce the stress level of agents and improve the customer experience. Automated outbound dialing solutions also help companies comply easier with regulations, such as the Telephone Consumer Protection Act (TCPA) and multiple "Do Not Call" lists.

Modern outbound dialing solutions put more control at the hands of the business user, resulting in less downtime.

Streamline Operational Costs

It sounds simple to say that the faster you reach customers, the more money you can save, but that truly is the bottom line. Automating the outbound dialing process improves overall contact center efficiency and streamlines operational costs in the process. This includes minimizing telephony charges because outbound dialing solutions ensure fewer wrong numbers are dialed, and less time is wasted ending calls that result in busy signals, answering machines or other “no answer” options.

Contact centers are expensive to own and operate, and in the past, this led companies to outsource contact center operations, often “offshoring” to other countries. In an effort to make contact centers and proactive campaigns as

productive and profitable as quickly as possible, companies thereby created a different problem, and one that is still not completely resolved in the minds of consumers. Automating the initiation of thousands or even tens of thousands of outgoing calls accurately reduces operating costs and increases uptime of dedicated contact center employees.

Additionally, by automating the outbound dialing process, companies are able to minimize the costs associated with human errors and latencies while reducing nuisance parameters, such as multiple contacts to a single customer and lag time prior to call connection, both of which negatively impact the effectiveness of campaigns.

Presence Outbound Dialer

Built based on years of contact center experience, Presence Outbound Dialer is a robust, scalable technology solution which integrates seamlessly with all the modules in the Presence Suite for complete management and automation of contact centers of any size and across any industry. Designed to support any operating environment, Presence Outbound Dialer increases agent efficiency, active call time with customers, and productivity of proactive campaigns.

Through simple, intuitive user interfaces (UIs), Presence Outbound Dialer minimizes the learning curve for existing employees and virtually eliminates the need for in-demand IT staff to configure and maintain the system. Presence Outbound Dialer allows supervisors and agents to combine preview, progressive and predictive dialing modes seamlessly to create and customize campaigns that reach more customers and achieve better business results.

Don't Get Left Behind

To stay ahead of the competition, modern companies must automate the entire outbound dialing process, utilizing modern technologies that allow supervisors and service managers to focus on high-value tasks, such as supervision of agents, and prompt management of deviations or exceptions in high-risk situations, to achieve business objectives.

There are many studies showing a contact center's adoption of automated dialing solutions can increase the number of outbound calls significantly, some say by up to 400 percent over the same timeframe for manual dialing campaigns. Automation can have an immediate impact on the effective execution of any company's proactive outbound campaigns, and consequently on the company's

ability to achieve strategic business results. Automated outbound dialing solutions help companies achieve maximum productivity in every campaign, while reducing overall operating costs.

Automate your outbound dialing processes and increase the overall effectiveness of your contact center today! Contact Enhouse Interactive for a live demo.

Contact us and discover how Enhouse Interactive can transform the Contact Center into a mission-critical function within your organization

Enhouse Interactive (www.enhouseinteractive.es/en) delivers technology and expertise to maximize the value of every customer interaction. The company develops a comprehensive portfolio of customer interaction management solutions. Core technologies include contact center, attendant console, predictive outbound dialer, knowledge management, IVR and call recording solutions that support any telephony environment, on premise or in the cloud. Enhouse Interactive has thousands of customers worldwide, supported by a global network of partners and more than 800 dedicated staff across the company's international operations.

More information: www.enhouseinteractive.es/en

