



E-BOOK



Generating more business from your data lists

Hostcomm's guide to driving a higher
return on investment from your data.

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About the Author



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Chris is founder and Managing Director of hosted telephony provider Hostcomm. The business was one of the first of its kind in the UK and today offers an unrivalled VoIP network infrastructure. Chris's 20 years' experience in voice and data networking and pursuit of innovative new technologies ensure Hostcomm's services are stable, cost-effective and continuously evolving.

Are you wasting money on data?

Data lists are the lifeblood of any outbound call centre. While they can't bring campaign success on their own, they are an essential foundation upon which everything else you do is built.



Data lists provide the numbers your agents will be connected to, as well as essential contact information including names and addresses. In theory, they're a tailored list of valuable and qualified prospects which you will use to make contact with the right people, and convert them into positive outcomes. However, in practice, it is not enough to buy a list and start dialling. Not even the best data lists in the world can make a difference you if you take a random, disorganised approach to calling.

To get the best performance from your data, you'll need to:

- + Improve data penetration
- + Assess and clean your data using call dispositioning
- + Understand your data utilisation

And if you don't? All that money you've invested in a data list will go to waste. Read on for a guide to making your data lists work harder for your campaigns, and the role a dialler can play in helping you achieve this and measure the results.

Get the most from your data investments by making data work harder for your campaigns.

Improving data list penetration

Sourcing a large quantity of high-quality data isn't enough to get results. Success is dependent on a range of factors including how effectively you penetrate your data. Good data is essential. But making the most of it isn't easy.



Simply put, your ability to get the most from your data – and the results you need – is tied to your ability to make a large number of calls in an organised, strategic fashion. By definition, a dialler can play a key role in maximising your data penetration.

With an automated dialler, you can:

- + Minimise agent downtime
- + Eliminate the time your agents waste manually dialling numbers
- + Focus your agents' attention on connected calls

In addition, a dialler can help you schedule your calling to increase the likelihood of reaching a qualified prospect, as well automating callbacks to ensure that no contact is forgotten. As a result, you can significantly increase your data penetration and drive value from your data while it is still fresh and accurate.

“Significantly increase your data penetration and drive value from your data while it is still fresh and accurate”

Dispositioning calls to assess and clean data

It is impossible to improve the value you get from your data lists if you don't understand their quality. Call disposition codes can help you make sense of how your data translates into call outcomes.



Typically, contact centres focus on the use of dispositioning to assess the performance of agents and campaigns, and present that performance to the centre using a wallboard.

However, disposition codes are just as useful in assessing the performance of data lists. In a simple pop-up box, your agents can select the most appropriate call outcome, including options for people who have moved, are deceased, or are otherwise not qualified prospects.

A dialler enables these codes to be easily analysed, so you can uncover patterns that may indicate problems with the data list you are using. For example, a large number of 'not here' outcomes may indicate that the list you have paid for is already out of date.

In addition, disposition codes can be fed into your Customer Relationship Management (CRM) system directly. Using these codes, you can then target records that need to be cleansed from the database - keeping the information you and your agents are working with more accurate and up-to-date. And that means a better return on investment by not wasting time and money on records that won't lead to conversions.

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Understanding your data utilisation



A dialler can help you improve your list penetration and data utilisation in a number of different ways. You can remove poor data more efficiently and use automation to make contact with the right prospects.

A dialler can also make it easier for you to understand your data utilisation in great depth. When a dialler is responsible for your calling, there are no sporadic calls made in a disorganised manner. Instead, every action is accounted for and every outcome is logged. As a result, you can see your accurate data utilisation at any point.

With this real-time insight into how much of your data has been used, you can make informed decisions about:

- + Whether you should change your strategy to reach the remaining records
- + Whether the resources that are still committed to the campaign outweigh the potential gain from the remaining records
- + Whether it's time to source new data and feed it into your dialler



Strategy + Resources VS Gain + New Data

A dialler can also make it easier for you to understand your data utilisation in great depth.

A cycle of improvement

A dialler can help you complete large quantities of calls in a short space of time, and understand their outcomes as well as the quality of the data itself.



Individually, these things are an effective way to increase your return on investment. But the most impressive results come from using your dialler as an instrumental part of an ongoing cycle of improvement.

To get the best results, you:

- 1 Source quality data lists from a reputable source
- 2 Make the most of your data with greater list penetration, automated callbacks, and less wasted time
- 3 Improve and refine your data by passing disposition codes back to your CRM for data clean-up
- 4 Analyse your results to get an accurate understanding of the quality of your data
- 5 Make an informed decision before sourcing more data - and repeating the cycle again



It's by making this constantly repeating cycle that you will maximise performance, improve your results and - most importantly - boost your ROI.

Improved ROI made easy with a dialler

An automated dialler gives you powerful technology that can help drive the performance of your data lists and, in turn, your entire campaign. But advanced technology doesn't have to be hard to use.



If you're looking for ways to get a better understanding of your data lists, maximise the value they deliver, improve agent morale and transform campaign performance, don't be intimidated by everything a dialler can do. Instead, focus on the simple yet sophisticated functionality that your business could benefit from.

A dialler makes it easier for you manage your data and your campaigns, with:

- + Easy data list loading via a web-based interface or SQL
- + Flexible dialling modes, from simple click-to-dial to intelligent predictive dialling
- + Detailed reports on key metrics including data penetration and conversions



What's more, with a hosted solution, you can unlock the benefits of a dialler for a simple monthly fee – with no capital investment.

Get the advantage of a VoIP cloud contact centre with Hostcomm

Since 2004, Hostcomm has been helping inbound contact centres, outbound contact centres, and other businesses with hosted VoIP telephony services and hosted, cloud contact centre services.

We use our experience in VoIP telephony, SIP trunking, and hosted predictive diallers to deliver technology your business can depend on. And we use our experience in working with contact centres to design solutions that make good business sense. We'll help you find the right technology to deliver tangible business benefits. We'll get you up and running with expert consultancy and training, and keep you operational with ongoing technical support and monitoring.

All as part of a simple, cloud-based service available for a monthly subscription fee – with no capital expenses.

Experience the Hostcomm difference

Our experience and expertise shows in the quality of our services. Contact us now for a free demonstration and see the difference for yourself:

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Business VoIP Solutions