



E-BOOK



The Truth About Diallers

How dialler modes dispel myths
and misconceptions.

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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.

Four misconceptions about predictive diallers

Despite their growth in popularity, predictive diallers are frequently misunderstood. Unfortunately, these misconceptions limit businesses who could unlock new efficiencies and drive productivity with the support of a high quality dialler.

1

“Predictive diallers take away your control”

A predictive dialler means that you don't have precision control over who you're calling and how your agents are working. Instead, it's all left down to a server somewhere.

2

“Predictive diallers drop calls and cause regulatory breaches”

Predictive diallers make more outbound calls than there are agents. Before you know it, you're dropping calls, wasting good leads, and getting in trouble with Ofcom.

3

“Predictive diallers frustrate agents”

Predictive diallers flood agents with calls, so they barely have time to think. That means that everyone's frustrated, rushed, and unable to deliver the best customer service.

4

“Predictive diallers depend on expensive data”

Without the biggest – and most expensive – data lists, diallers are unable to perform. They need the best data at all times to deliver any real value.

The truth behind the myths

In reality, predictive diallers offer excellent opportunities for any business, from small sales teams to large-scale outbound call centres. Through three distinct dialler modes – preview dialling, progressive dialling and predictive dialling – organisations can choose the type of calling that makes sense to them.

In most cases, overcoming the misconceptions about predictive diallers simply means selecting the appropriate dialling mode.

1

Predictive diallers give you complete control with added flexibility

Despite being hosted off-site, diallers can be controlled through a convenient management interface, complete with detailed auditing and reporting. They also offer varied levels of control over dialling:

Preview dialling

Agents can preview customer records before clicking a button to dial. This offers control while being faster than manually inputting numbers.

Progressive dialling

Call centre administrators control the pace of dialling through a ratio of outbound calls per agent – this is usually 2:1, but can be changed freely.

Predictive dialling

The dialler predicts when agents will become available. Call centre administrators can configure how this prediction is made and how much downtime should be permitted between calls.



2

Predictive diallers only drop as many calls as you allow

In preview dialling mode, a hosted dialler is no more likely to drop calls than a manual approach. However, progressive and predictive dialling make multiple outbound calls for each available agent, making dropped calls inevitable.

However, dropped calls are not necessarily a major regulatory issue. With the help of a professional service provider, you can monitor your dropped call rate and define a 'drop limit' (usually 3%) which must not be exceeded.

3

Predictive diallers motivate agents

In any mode, a dialler removes administration, simplifies call dispositioning, and ensures a steady, balanced stream of calls. As a result, agents can concentrate on the things that really matter – staying productive, maximising performance, and talking to customers.

4

Predictive diallers get the best from your data

While progressive and predictive dialler modes can get through large quantities of data at once, this does not necessarily mean paying for significantly larger lists. In fact, these dialler modes deliver the best possible list penetration, making the most of poor or stale lists.

Preview dialling

Preview dialling – or ‘click to dial’ – is a great way to increase your efficiency without any risk of misconduct.

How it works:

- + Agents preview contact records before clicking a button to dial the relevant number
- + Agents remain in control of the pace of calling
- + Dispositions can be set with a click following each call
- + Call backs and other follow-up activity can be automated

Benefits:

- + Impossible to drop a call, removing the risk of regulatory issues
- + Agents spend more time talking and less time finding records, inputting numbers, and arranging follow-up
- + **Customer service increases with useful contact information displayed on-screen** – particularly when your dialler is integrated with your customer relationship management (CRM) software

Limitations:

- + While faster than manual dialling, preview dialling is the slowest dialler mode

Ideal for:

- + Small sales teams and call centres making targeted calls



Progressive dialling

Progressive dialling automates the process of making outbound calls, allowing call centre administrators to control the pace of calling. All agents need to do is be ready to talk on connected calls.

How it works:

- + Dispositions can be set with a click following each call
- + Call backs and other follow-up can be automated
- + Call centre administrators set a ratio for outbound calls per available agent (usually 2:1, but sometimes 4:1)
- + When an agent is available, the dialler automatically attempt the relevant number of calls (in a 2:1 ratio, two calls)
- + When one of these calls connects, it is passed to the agent and relevant contact information appears on-screen
- + If both calls connect, the one that is not passed to an agent is 'dropped'. This can mean playing an automated message

Benefits:

- + Agents only deal with connected calls, not busy tones and disconnected numbers
- + Agent talk time is increased to as much as 40 minutes in the hour
- + The pace of dialling can be evenly spread between your agents, allowing you to take control of performance and productivity
- + Commission-based sales staff can work faster, focusing on selling – not administration

Limitations:

- + A small number of dropped calls become inevitable – these must be monitored in conjunction with your service provider

Ideal for:

- + Larger sales teams and call centres looking to increase efficiency and agent talk time



Predictive dialling

In predictive dialling mode, a dialler doesn't just automate the process of outbound calling – it intelligently predicts when agents will become available and starts connecting calls in advance. This guarantees the maximum agent talk time and a steady stream of connected calls.

How it works:

- + Agents log onto the system and mark themselves as available
- + The dialler begins making outbound calls and connecting them to agents
- + As an agent reaches the end of a call, the dialler begins dialling the next number. This prediction can be made on average call time data and agent progression through on-screen scripts
- + Moments after the agent finishes a call, the next one is ready to begin
- + Dispositions can be set with a click following each call
- + Call backs and other follow-up can be automated



Benefits:

- + Agent talk time is significantly increased to as much as 50 minutes in the hour
- + List penetration is at its deepest, ideal for poor or stale data
- + Call centre administrators can maximise agent performance and minimise downtime, making targets more likely to be reached

Limitations:

- + Incorrect predictions and simultaneous dialling leads to dropped calls. However, administrators can set a drop limit which prevents issues with Ofcom and other regulatory compliance

Ideal for:

- + Groups of more than 8 agents working from large data lists that vary in quality

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