

# Why Implement Outbound Dialling?

Outbound Dialling is about reaching your customers – whether they are prospects, existing customers or debtors.

Whatever the reason for reaching out to your customers, your bottom line will feel the benefit of improved productivity - but not at the expense of customer care. Hostcomm's ContactPro solution will bring your business the balance between achieving maximum efficiency for your personnel whilst maintaining the all-important relationship with your customers.

**These benefits can be balanced regardless of the size and nature of your business or your target market:**



## Sales & Telemarketing

Easily import customer lists or mine your existing CRM data for opportunities and automate both the dialling and the follow-up actions. Our dialler is compliant with Legislation and Marketing Associations whilst achieving highest possible productivity for your agent.



## Collections

Ideal for small finance departments or larger debt collection operations. Easy integration with your finance applications to dynamically create and prioritise contact lists. For example, dynamically manage target lists according to oldest or largest debts whilst automatically ensuring follow-up processes.



## Pro-active Customer Care

Build and maintain relationships with your customers. Quickly and simply import customer data and filter for pro-active follow-up, for example calling customers who have recently purchased a specific product or those whose product warranties are about to expire. Create simple call-guides or advanced scripts to guide agents quickly identify customer needs or issues.



## Remote Home Working

Provide a family-friendly and flexible working environment for your staff whilst simultaneously reducing operational costs. Set-up web-based VoIP home workers quickly and at low-cost, then assign them to any campaign team regardless of location.

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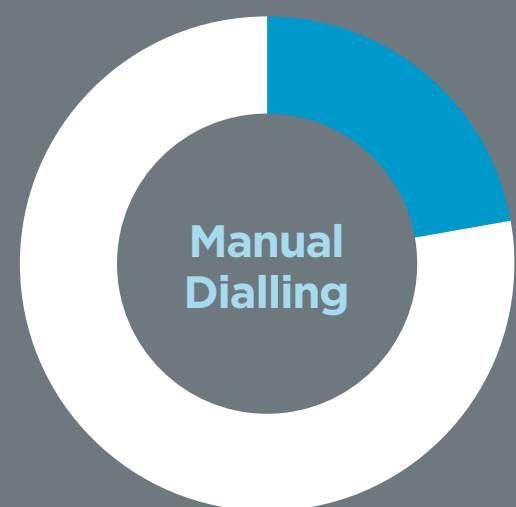
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## Increase Agent Productivity

The Predictive Dialling engine targets minimum agent wait-times between calls and delivers maximum productive talk-time for each agent.

It is more than just a predictive dialler; supporting both Preview and Progressive dialling, so whether you are managing a results driven telesales team or a customer driven telemarketing operation, ContactPro dialler will meet your needs and those of your target customers.



● **Wasted time**  
> 48 minutes  
per hour

● **Productive  
talk time**  
< 12 minutes  
per hour



● **Idle time**  
< 16 minutes  
per hour

● **Productive  
talk time**  
> 44 minutes  
per hour