

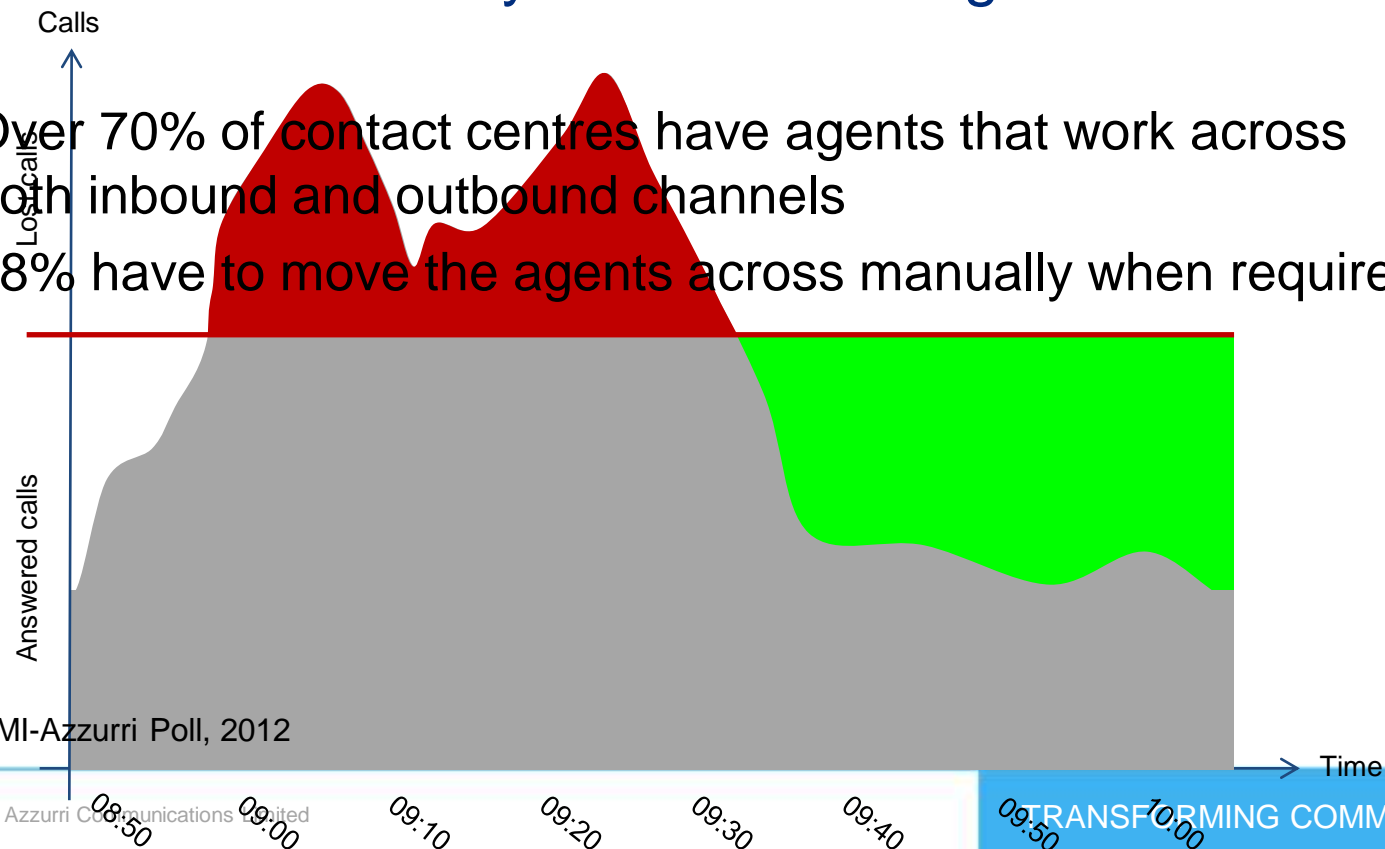
- What do customers think about diallers?
- How do contact centre agents feel about this?
- Does it have to be this way?



Why blend your inbound activity with your outbound?

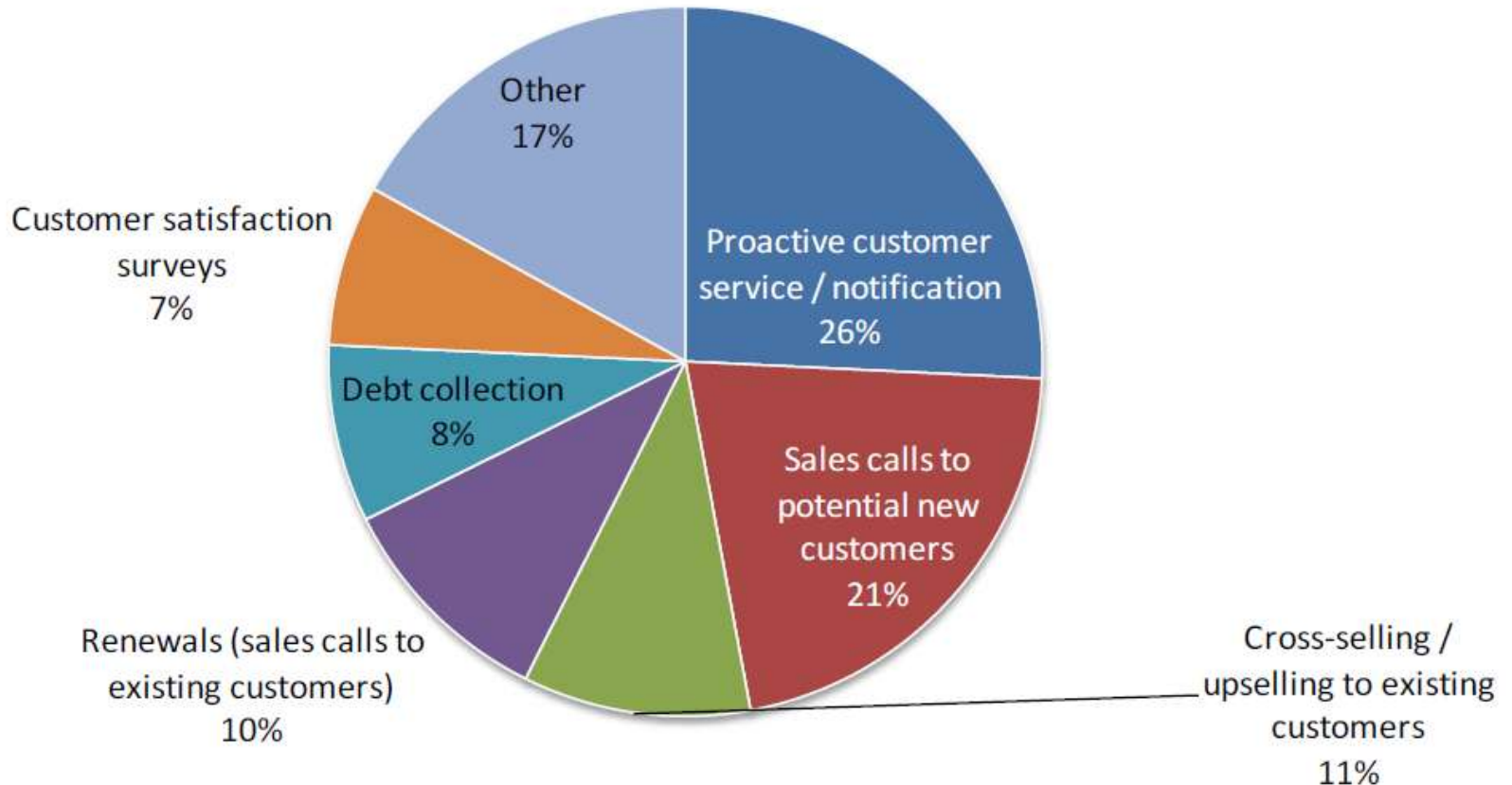
- Reduce abandoned calls
- Increase customer satisfaction and retention
- Increased variety for outbound agents

- Over 70% of contact centres have agents that work across both inbound and outbound channels
- 58% have to move the agents across manually when required



\* Source: ICMI-Azzurri Poll, 2012

## UK dialler activity in 2012



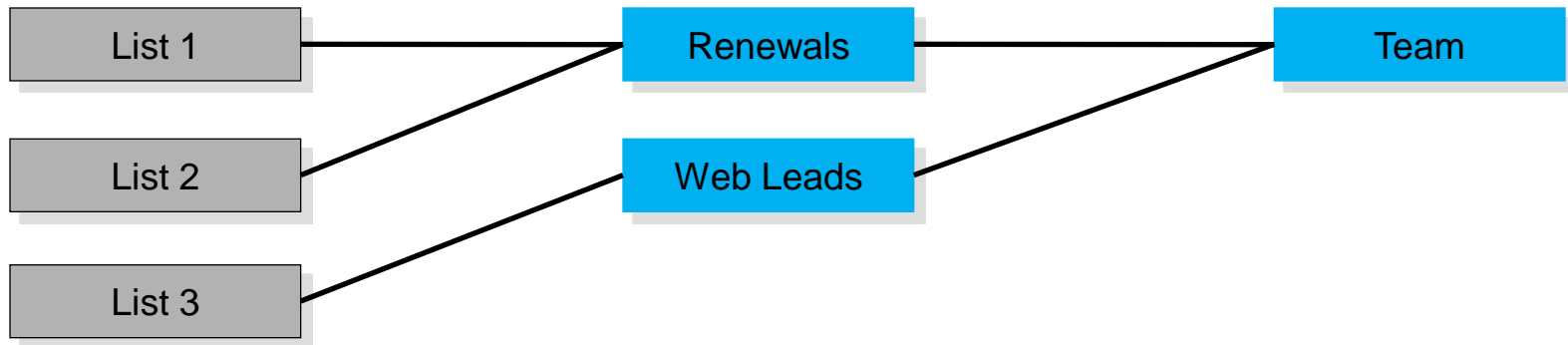
\* Source: The UK Contact Centre Decision-Maker's Guide 2012 – ContactBabel

Blending lists and campaigns can

- Increase productivity
- Improve agent job satisfaction

This needs to be managed properly – sudden changes in connect rate can have a big impact on predictive dialler pacing

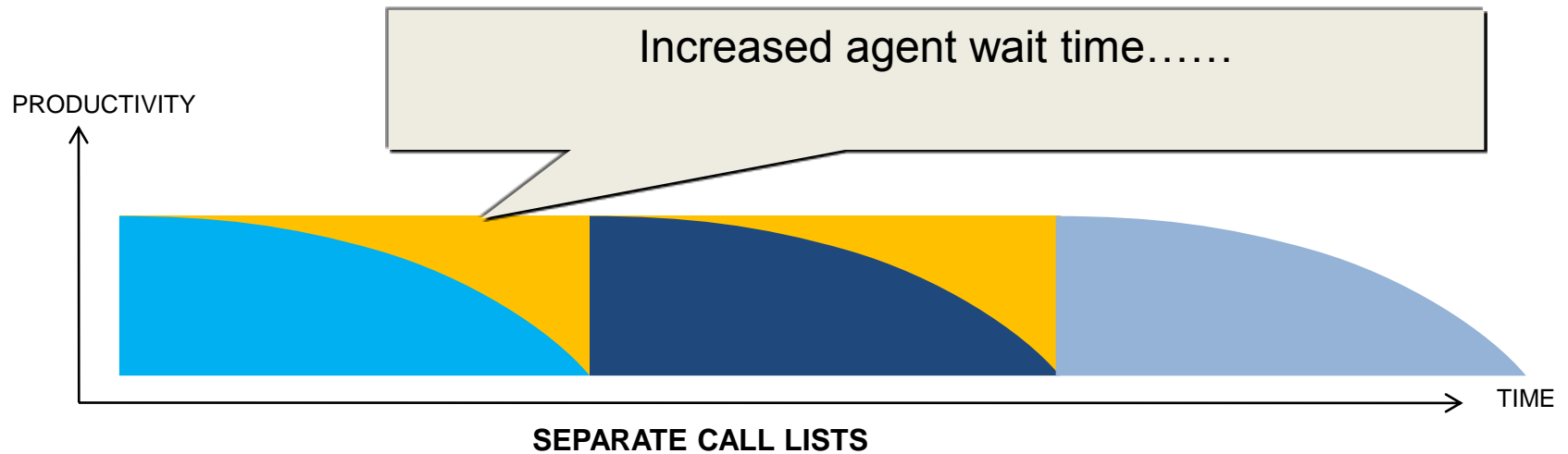
## Blending campaigns



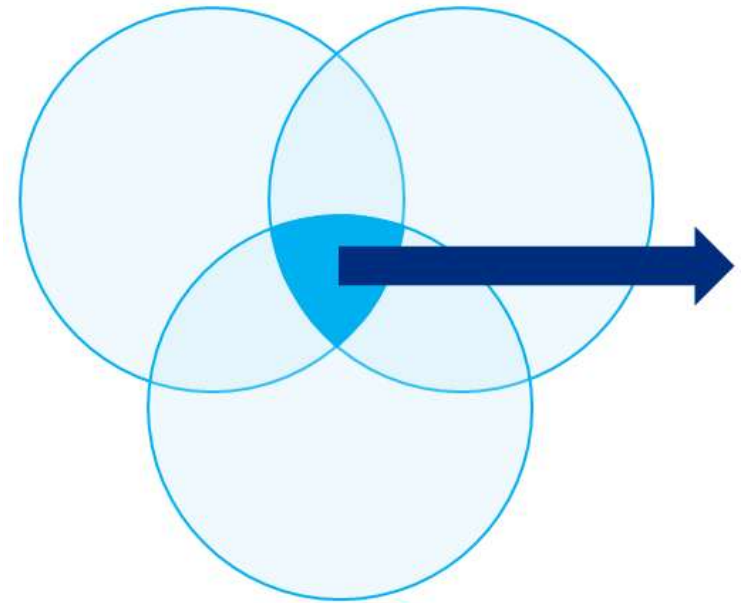
Multiple lists per campaign so you can easily add data to a successful campaign

Multiple campaigns for a team helps keeps users interested

Improving **productivity** And **retention**



- Getting the timing right
- Knowing your customer
- Live lead suppression



Better connected agents:

- Full contact history
- All contact channels
- Outcomes and results

- Aggregators level the playing field
- Hot leads start to cool after 5 minutes
- Get the lead to the top of the pack
- De-prioritise anything 'stale'

→ Aggregators may level the playing field, but your technology, processes and agents can put you miles ahead





- They are simple things, but they add up to make a big difference:
  - Blend your reasons for dialling to the same agents (where possible)
  - Blend your inbound with your outbound
  - Connect your data
  
- Bring the dialler in from the cold to the heart of your contact centre, and you could turn your cold-calling into genuine customer interactions.