

# Your power is in your data

You already know when your customers are in



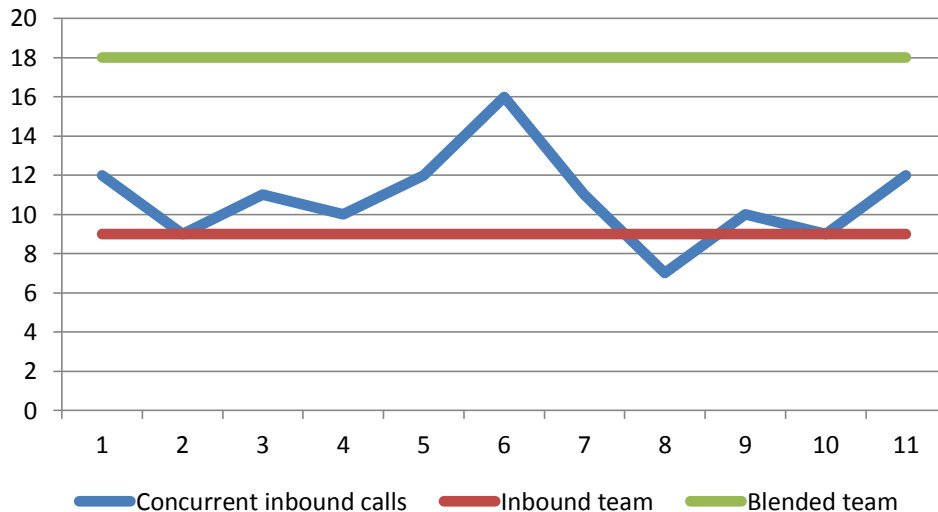
# Inbound/outbound blending

## What can you leave to chance

Agents flip-flopping between inbound and outbound are inefficient

Need to minimise movements between inbound and outbound

Keep minimum sized team on outbound, minimum sized team blended



# How many types of call?

Good recycled > Guaranteed > New > Recycled > Callback

## New

- Normally the best type of call
- Not as good as pre-arranged calls or engaged recycled

## Arranged

- Great if we worked it out in advance
- Do we mean arranged, would we rather guaranteed?
- Rubbish if the customer asked for it (in collections)

## Recycled

- Engaged are the best of all
- Answer phones are worst of all