

3 strategies to make outbound calling more effective

Free Webinar 

3 strategies to make outbound calling more effective.

Tues 29th Nov 1.00pm

callcentre helper  Aspect 

Agenda



- **5 Tips for Outbound Calling**

Jonty Pearce

Editor, Call Centre Helper



- **Strategy One: Building intelligent contact strategies**
Strategy Two: Intelligent use of Answer Machine Detection

Dave Ogden, Solutions Consultant, Aspect



- **Strategy Three: Optimising your workforce in an outbound environment**

Antonia Loizides, Senior Solutions Consultant, Aspect

- **Interactive Q&A - Live questions from the audience**

5 Tips for Outbound Calling

Jonty Pearce
Editor



Establish if it is a convenient time

Many customers don't want to talk to you because the timing is wrong



Establish the prime time to call

Work out from your calling statistics when is the best time to call

For example retired people are often home during the day



It sounds obvious, but the best time to call someone is at a time you have agreed with them in advance.

If you give someone a sales quote, agree a time when you can call them back to discuss it.

Leave a message on answer machines

If the customer calls
back you can increase
sales conversions by
a factor of 3



Don't try to build rapport too quickly

What sort of call is this?

“Hello can I speak to Mr James Smith?”

Speaking

“Hello Mr Smith how are you doing today?.....”



Be careful with outbound security

“Before we start, I need to ask you some security questions”

Think about it

Who originated the call



Questions and Answers



Thank You

