3 strategies to make outbound calling more effective







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

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Establish if it is a convenient time



Establish the prime time to call

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

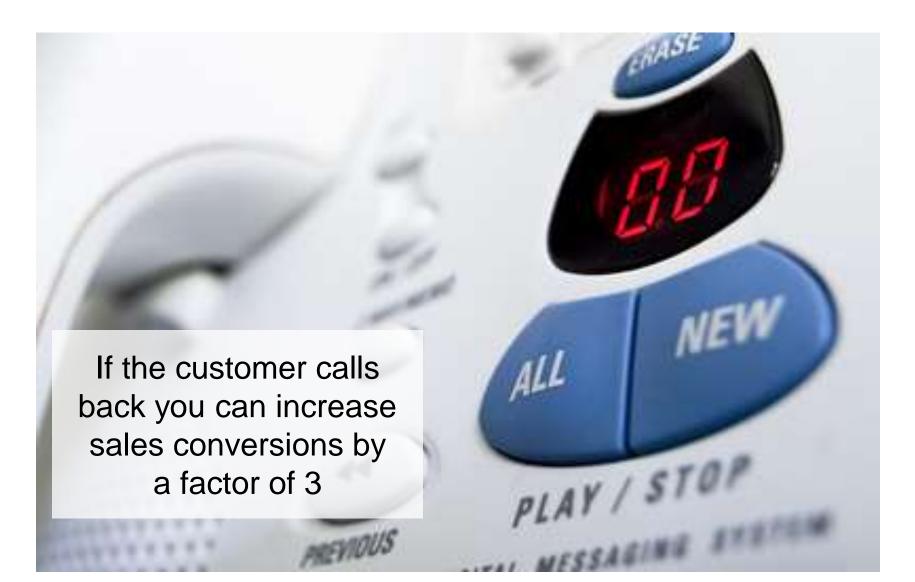
For example retired people are often home during the day



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



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



