



The future of outbound is precision dialling

How to optimise your outbound contact activities

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Precision dialling

Precision dialling uses intelligence gained about a contact to optimise dialling activities. It ensures your customer contact achieves the break-through results it needs to be successful.

What's Precision Dialling all about?

Precision Dialling gives you the optimum chance of making contact with your customers because you dial:

- At the right time
- In the right place
- With the right message and medium to catch their attention

So there's no more endless re-dials to the same person with the associated risks, wasted time and effort. Rostrvm Solutions can take your contact operations from traditional Preview, Predictive and Progressive dialling to modern Precision Dialling.

To truly optimise your customer contacts make your dialler work for you.

Stop bad habits and be more PRECISE

- Define what you mean by a successful outcome to a campaign – are you measuring success by how busy your agents are, or are you focussing on what counts - how successful the outcomes of their calls are?
- Before planning campaigns, define what you consider to be a value call – is it purely having a live connection? Or you might be looking at more discrete call outcomes like 'how many sales have we made?', 'how many add-ons have we added to this policy'? etc.

Now let's look at why contact centres aren't achieving optimal outcomes but frequently spend significant amounts of time failing to connect to **valuable, live** contacts...



Right time – right stats

Precision dialling at the right time means having stats and intelligence – but not relying on just one or the other, or you could get a false picture.

If you're not measuring it, you won't know about it

First of all, get meaningful management data so that you can take precise action. For example, if you haven't got proper statistics which cover calls for each day of your operation, how will you be able to see where peaks and troughs are, so that you can make improvements? How would you know, for instance, that, after a dip, your call rates start to build again at 6pm and so it would be worth, say, staying open for longer, if you have no stats to tell you?

Or perhaps at 4pm in the afternoon you get a sudden peak of inbound calls just when it's a good time for outbound calls - maybe outbound is starting to add value then but the agents are spending their time dealing with inbound. This information could tell you that you need to change your staff levels - or at least ensure calls from those who called in but weren't connected are returned as soon as possible.

Build your stats by looking at your operation and what people are doing, so that we get a context for what the business is trying to achieve. Then we take the stats and match what they are saying with what you tell us you're trying to do and pinpoint discrepancies to help you make improvements.

Even when you have the stats though, your outbound connections might not be live and valuable but connects to answer machines. So you also have to delve deeper to identify the right time to call.

Right time to call

There's an interesting relationship between offered inbound calls and the best time to connect to people on an outbound call. Perhaps unsurprisingly, the best time to connect outbound is quite often the same time as people are calling your inbound call centre.

Looking at the operation as a whole, the greatest improvement in outbound performance might be to call at the same time as the inbound peak. But this contravenes normal thinking about blending, where agents are only released to make outbound calls when the inbound rate has dropped off.

There is obviously a good reason why contact centres don't tend to make inbound and outbound calls at the same time; whilst it would be effective for connections, the glaring problem is it's extremely difficult to employ people to work for, say, two frenetic hours in the morning and four similarly busy hours in the afternoon. If you've got full time staff there, you will probably need to be able to use them all day in a sensible way.

Get the right intelligence

Analysis of millions of calls shows high call connection rate early in the morning, dropping off after lunchtime and picking up again at 4 pm. So, in general, you might expect this to be the template profile for all operations – but specific campaigns have completely different connection profiles. To get precision and the most effective campaign outcomes you need to use more intelligence about each individual you're trying to contact.

Precision Dialling is predicated on the idea that you have some knowledge about each customer - they may have contacted you through the web; they may have created a quotation on your web site or via an aggregator so you know that they're currently active; or they may be a long-standing, existing customer so you will have some history of when it is they call you. You should be able to look at your inbound records to pinpoint the best time to call that person, based on when they call you.

You need to dig deeply and look closely at findings to get a true understanding of what is really causing the pattern of connections: who your contacts are, how old they are, what sorts of issues they might have...

If you don't have much history of the contact, if perhaps you're cold calling for example, clichéd thinking can work until you start building your own records. For example:

- call the over 50s in the afternoon
- if you know someone might have school age children, don't bother during school run times
- if it's a London postcode try calling later in the evening in case they work late

There are all sorts of possibilities to take into account when pinning down the right time to call.

It's important to gather intelligence from all areas of your contact centre – inbound and outbound calls, emails, tweets and chats - which might give you valuable customer information.



Beyond outbound contact campaigns

Even in call centres that regard themselves as primarily inbound, 40% of all contacts are actually outbound - such as when returning calls and following up enquiries. Is your inbound operation equipped to handle these calls? A sure sign that it isn't is if vital customer service promises, such as the agreement to call back, aren't kept or are taking too long to be done.

Look at your inbound teams

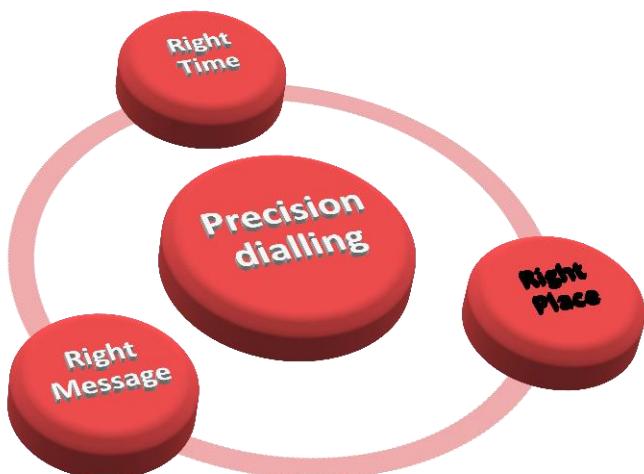
In many inbound contact centres outbound activity isn't measured; a large amount of time and cost is simply 'lost' leading to reporting difficulties and challenges in meeting service level targets. Using dialling technology alongside your inbound systems gives you the information you need to know what's happening, what has happened and to accurately predict the future.

Keeping your promises

Precision dialling complements your inbound teams by delivering precise callback facilities. If an inbound contact requires a return call your agents can set a callback and be confident that your client will be contacted as promised.

Optimising opportunities

There are times when contacting prospects and customers promptly is imperative. For example a prospect starting, but not completing, a quotation on your website represents a clear business opportunity. Precision dialling transfers information from your website to the dialler giving you the ability to contact your prospect straight away.



Right medium and message

Phone first! You need to talk to your customers

It's more efficient to call than to employ any other method of communication. Phone calls are certainly the most effective way to deal with complaints.

Did you know?

- Answering an email takes at least three times as long as calling someone. The contact resolution rate – such as satisfying a complaint - is much lower with written communications than with telephone conversations. Think about it next time you email – will this email get to the heart of the matter as quickly as talking to the person?
- Text ‘conversations’ take 3x as long as a phone call and ‘first-contact’ resolution rates can be poor. Remember too that the written word does not have the same nuances as speech and can be misinterpreted – dangerous if you’re dealing with customer issues!
- Web chat takes 5x as long as ringing!

We're not saying abandon all other mediums! There are times when a text message or email might meet the customer's need more satisfactorily - customers may like to receive a text message to confirm a completed activity, for example, or to establish a delivery time, or be notified early of a debt – or to announce a special offer that might be particularly suitable for them. Social media is also important in the right business sectors, particularly for dealing with customer service issues but don't neglect to speak to your contacts if you want to keep them!

It's worth phoning first before contacting someone in another way. Precision dialling gives you the tools to convert a text communication into a phone call, delivering personal but efficient conversations.



Precise team support

Clean up your operation for maximum results

Are your teams getting first-class information to help them do an excellent job? Or, for example, are they spending their time deciding not to dial contacts offered because when they get the record up they discover the customer has already called in? Or it wasn't quite the right time to make the call? If so, update your lists in real-time using the information you have already so that time isn't wasted.

Don't just fill your lists with *anything*, ensure you call the right people for the right reasons and it will greatly improve productivity.

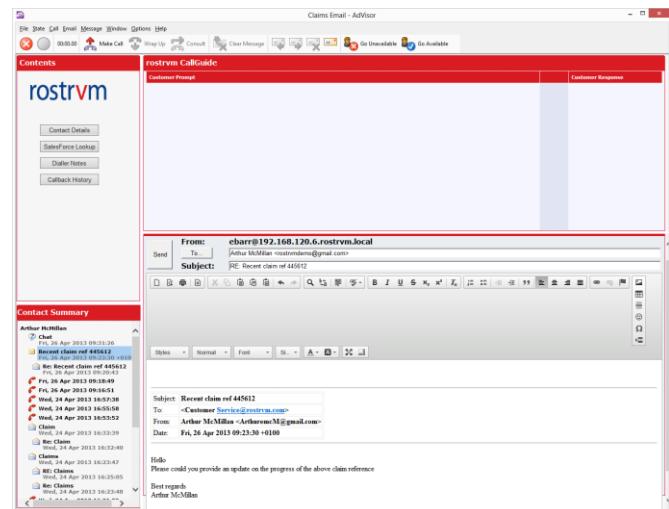
Today's communications are complex ... resulting in messy desktops

What's the point of having precise dialling if your people aren't equipped to deal with your resulting calls? We visited a call centre where agents had to flick between 12 screens to answer a contact's questions! Not only that but bits of information were being cut-and-pasted and there were all sorts of ad-hoc spreadsheets to look at and update. If that wasn't enough, sticky notes were stuck all over the screen – and scribbled down bits of info were all over the place.

It's vital that staff desktops are set up to provide them with the information they need to do their job to excellent standards. Systems should be able to automatically display information that is relevant to the customer, based on historical data and other criteria, at the right point in the conversation. Customer responses need to be logged for future reference.

Our software integrates systems and reduces the amount of information needed to remember or find, so that staff can concentrate on engaging with the contact and achieving a successful outcome. Also, once the call ends, our system enables quick and easy record updates.

- Desktop optimisation provides a simple solution to technology silos
 - Information coordination
 - Enter it once and everything else will be updated automatically
- Consistent process conformance
 - Present the right information at the right time
 - Make sure that processes are followed



About Rostrvm Solutions

rostrvm simplifies your customer service technology and processes so that they play well and precisely together, using innovation and flexibility.

We deliver tailored solutions and a unique combination of benefits that leave our competition standing:

- Commercial frameworks that really benefit your business. **rostrvm** works on site or hosted in the cloud and can be acquired on a capex, opex, subscription or pay-per-use basis.
- Why throw away your existing investment when you can enhance it cost effectively and with minimal risk? We provide support and improve any IT environment and telephone system.
- A truly integrated platform that supports increased functionality.

Our company

We're a British software company. We design, develop and support the **rostrvm** suite of applications and have a dedicated team of experts all based in Woking, Surrey UK.

We have a very demanding and loyal customer base that relies on us for the provision and support of their core call handling and process management functions. They include Autonet Insurance, Vodafone, EDF Energy, London Borough of Wandsworth, Nottinghamshire County Council, Telefocus and West Bromwich Building Society to name a few.

As a privately held company we maintain a strong culture of independence which is increasingly rare in our market sector. We see our independence as a major benefit to our customers and partners - it guarantees the openness of our technology and the objectiveness of our approach and advice.

What now?

You can find out more about us and what we offer on our web site. For full details, why don't you drop us a line or give us a call to arrange a meeting? We'll make it worth your while!

All of our people are customer contact and process management experts with years of experience. We're used to dealing with all sorts of people, from those who know exactly what they want to those who haven't got a clue!

Perhaps you just need advice on how to implement efficient precision dialling. We don't claim to have all the answers but you can be sure of our knowledgeable approach. We have a 'can do' attitude that consistently meets and exceeds the expectations of our customers, ensuring that they're well equipped to provide excellent service to *their* customers.

To find out more call us on 0800 6122 192 or visit www.rostrvm.com