



## Enhancing Call Center Success with Predictive Dialers

### Why Use Predictive Dialers?

The use of predictive dialing software is on the rise, as more and more call centers recognize the tremendous value that these powerful solutions can offer. In fact, leading analyst firm Datamonitor claims that the North American market for call center component technologies such as predictive dialing systems has grown at an annual rate of 3.8 percent, reaching over \$3.2 billion last year. Even greater growth in these types of solutions is noted in Europe, India, and Central and Latin America, where off-shore outsourcing is expanding at a rate of 30 percent per year, according to a study by the Everest Research Institute.

The growing popularity of predictive dialers has been facilitated largely in part by the significant advantages they provide to today's call centers. Some of these significant advantages include:

#### Improved staff efficiency

Because predictive dialers fully automate the initiation of thousands, or even tens of thousands of outbound calls, and connect to agents only when a human being has picked up the phone, they make call center staff more productive than ever before. Some studies have proven that, by eliminating cumbersome manual dialing activities, predictive dialing software can increase the number of calls placed by as much as 400 percent. Additionally, they can help minimize the time agents spend between "live" interactions, and maximize their talk time. This allows them to focus the bulk of their efforts on tasks that will most impact campaign results.

#### Increased lead conversion and close rates

When agents spend more time talking directly to customers and prospects, and less time dealing with busy signals, bad numbers, or answering machines, they have a greater chance of closing deals and generating revenue. A recent article published by TMCNet, the world's largest communications and technology community, states that "when a robust predictive dialer is in place, the call center actually has the ability to increase sales by as much as double per hour for each agent."

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## Enhanced compliance

Manual dialing activities are highly error-prone. For example, agents who hand-dial number after number from a spreadsheet or database may find it difficult to cross-compare their contacts to the more than 150 million numbers contained in the Federal Trade Commission's Do Not Call (DNC) list. While some companies resort to third-party "list scrubbing" services to address this problem, new DNC lists are published each quarter. As a result, one-time scrubbing is highly ineffective. List cleansing must be performed on a continuous and ongoing basis in order to ensure full compliance.

With a predictive dialer, the process of suppressing names on the DNC list from calling campaigns is dynamic and highly accurate. →

This leaves companies open to the risk of fines, as well as damage to reputation. But with a predictive dialer, the process of suppressing names on the DNC list from calling campaigns is dynamic and highly accurate. So, companies eliminate the potential for non-compliance, as well as all associated penalties.

## Reduced personnel costs

More than 20 percent of contact centers saw their operating budgets drop last year, while budgets remained static in over one-third of organizations, according to a survey conducted by supportindustry.com.

Because predictive dialers make agents more efficient, and

minimize the amount of time they waste on tasks other than live customer interaction, they make it possible for call centers to "do more with less" – empowering them to maximize productivity in spite of shrinking operating budgets. Additionally, predictive dialing software makes managers more productive, providing them with a suite of tools to help enhance agent performance and campaign results. This, in turn, can dramatically reduce overhead costs.

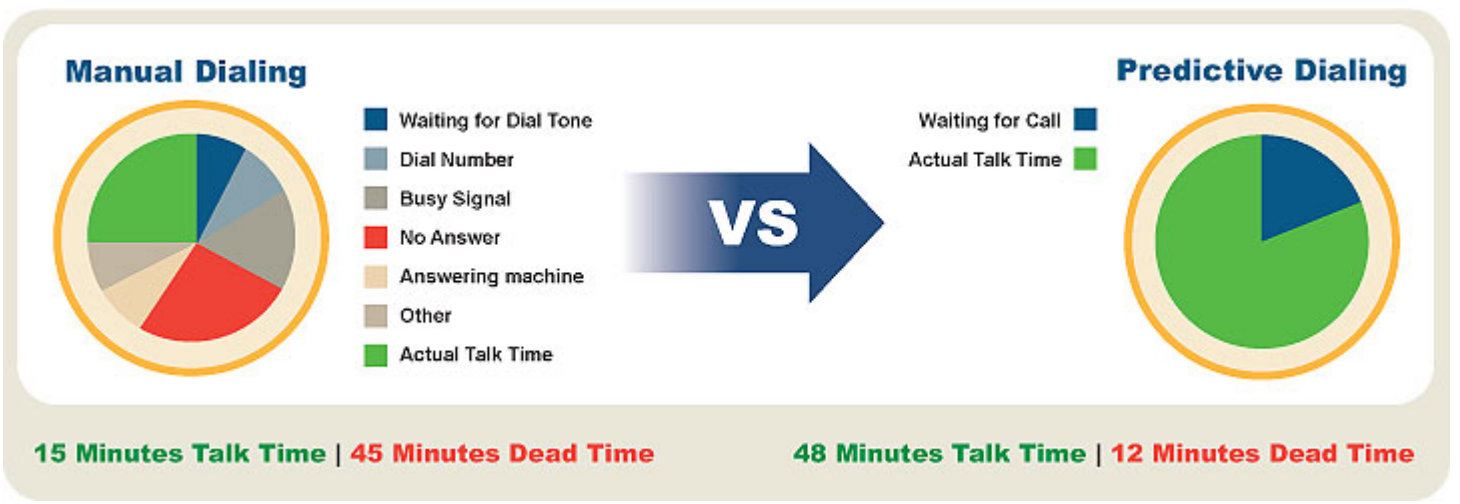
## What to Look For When Choosing a Predictive Dialer

In today's call center software market, there are many predictive dialers to choose from, leaving companies challenged to determine which one is the right fit for their needs. When evaluating vendors and the predictive dialing systems they offer, organizations should look for the following features and characteristics:

### Flexibility

Can the solution support a wide array of campaign types? For example, can the same system purchased to enhance telemarketing and telesales initiatives also effectively meet needs for customer satisfaction surveys, market research, and other outreach programs? And, can it be used to satisfy inbound calling requirements as well?

Additionally, while many contact centers are seeking to reduce costs by leveraging Voice-over-Internet-Protocol (VoIP), others still prefer to utilize traditional phone lines. Therefore, the predictive dialer they choose should effectively support both options.



## Scalability

Most call centers, even smaller ones, strive for future growth. Therefore, when choosing a predictive dialer – or any other call center solution – they should select one that allows for immediate system expansion, as soon as it's needed. With this type of scalability, companies can add new features, or new users, at any time. So, campaigns and other outreach programs are never delayed.

## Advanced Capabilities

In today's age of complex phone transactions, automated dialing functionality alone simply isn't enough to facilitate the most successful outreach operations possible. Does the predictive dialer being considered offer advanced capabilities to further enhance outreach efforts? For example, does it include comprehensive lead management to enable proper nurturing and tracking of sales opportunities? Or

does it have integrated call record to empower supervisors with the insight they need to improve call quality and boost agent performance?

## Remote Access

A recent Datamonitor survey demonstrates that about 19 percent of North American contact centers currently employ remote workers. Research firm IDC confirms rapid expansion in the virtual contact center market, claiming that the number of at home agents will reach 300,000 by 2010. That number is nearly triple the 112,000 virtual agents that were employed at the end of 2006.

As more and more businesses move to a virtual model for their call center operations, they need to ensure that the predictive dialer they implement can be readily accessed by anyone, at any time, from any location around the world.

# Hosted vs. On-Premise Predictive Dialers: Which Is Better?

Predictive dialers can be purchased and deployed in two ways – as an on-premise solution, where all software and hardware is acquired, installed, and maintained by the customer, or as a hosted application, where a third-party implements, tests, and administers the various technology components, then “rents” the use of the application to clients.

While predictive dialing software offers dramatic benefits, regardless of the type of system chosen, the hosted approach offers even greater advantages over its on-site counterparts. For example, on-demand solutions offer:

### Greater affordability

Hosted predictive dialing software is far more budget-friendly than on-site solutions. It offers much lower start-up costs, because it eliminates the need for companies to purchase expensive hardware or telephony equipment. Additionally, it helps organizations to avoid the long, costly implementations that can drain staff resources and money. Customers simply pay a reasonable monthly fee based on system usage.

### Accelerated deployment

On-premise predictive dialers can take days, or even weeks, to implement and roll-out. But, because all needed components have already been installed and tested at the provider's site, on-demand systems can often be up and running the very same day.


### Minimized IT burden

With hosted software, all routine administration, as well as ongoing enhancements and upgrades, are performed by the vendor. So customers need no technical expertise or resources to ensure peak operation of their predictive dialer. This also allows them to allocate their IT staff to other critical corporate technology projects.

### Guaranteed performance and reliability

The majority of viable hosted solution providers monitor their systems around-the-clock, an activity that few call centers have the resources to support. This enables immediate identification and resolution of any system problems. Additionally, they typically have rigid back-up procedures in place, as well as redundant environments to ensure continuous operation during power outages, hardware failures, and other events. As a result, the risk of service interruptions is minimized, and system speed and reliability is optimized.

### Enhanced security

While some companies are often “behind the curve” when it comes to security solutions, providers of hosted software typically leverage the latest and greatest innovations such as firewalls, anti-virus software, and more. This keeps clients, and their data, fully protected at all times. 

## Why SafeSoft Solutions?

SafeSoft Solutions is a leading provider of cutting-edge Web hosted call center software solutions. Contact centers around the globe rely on SafeSoft Solutions to help them improve productivity, boost sales and revenues, and enhance customer satisfaction and loyalty.

Our predictive dialers are among the most comprehensive and innovative call center solutions available today, designed and built by a team of professionals with decades of experience in both technology and the call center industry. And, because they are fully-hosted, on-demand solutions, they offer rapid deployment, ease of administration, and fast return on investment.

What makes our predictive dialing software so superior?

### Truly intelligent dialing

We've developed a sophisticated, state-of-the-art "self-learning" algorithm that uses historical patterns and trends in data (such as average call length) to forecast agent availability with the highest level of precision and accuracy. Dialing speeds are then dynamically adjusted, according to predicted agent readiness.

### The broadest range of features

Predictive dialers by SafeSoft Solutions come complete with today's most advanced features and capabilities, including end-to-end automation of outbound dialing, comprehensive CRM and lead management functionality, fully-integrated call recording, flexible call blending, and in-depth statistics tracking and performance reporting.

### Simplicity and ease of use

SafeSoft Solutions designs its hosted call center software to provide users with a highly intuitive and comfortable environment to work in. So, administrators, supervisors, and agents can get up and running almost instantly, and easily navigate all the system's features and functions, with little or no training required.

Support for all industries and types of call centers  
Our predictive dialers are currently in use by companies

in almost every major market sector – from banks and financial services firms, government agencies, educational institutions, real estate agencies, and non-for-profit organizations, to healthcare providers, technology vendors, mortgage brokers and other types of lending institutions, and more. These systems enable the efficient and successful execution of the widest array of calling initiatives, including inbound and outbound telesales, phone-based prospecting, market research, customer satisfaction surveys, fundraising, customer support and help desk operations, and appointment setting.

### Maximum flexibility

A predictive dialer from SafeSoft Solutions provides customers with many options. Because it can be accessed remotely, from any Web-enabled PC, it can be used in both traditional and virtual call center environments. Additionally, clients can use it with standard phone lines, or they can opt for more cost-efficient phone service with VoIP technologies.

## About SafeSoft Solutions

When companies want today's most advanced and innovative telemarketing and call center software, they turn to SafeSoft Solutions. For years, SafeSoft has been a proven industry leader, and we continue to strive to empower call centers of all types and sizes with the tools they need to succeed.

We have decades of experience in call center operations, as well as an in-depth understanding of how to apply the latest technologies to dramatically improve those processes. That knowledge has been applied to create a diverse portfolio of call center solutions that are far superior to any other on the market. That's why both traditional and virtual call centers count on us to make them more efficient and more profitable.

## Find Out More

To learn more about predictive dialer systems and other call center software from SafeSoft Solutions, visit our Web site at [www.safesoftsolutions.com](http://www.safesoftsolutions.com).

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