



Enhancing Customer Satisfaction: Reach Out and Touch Your Customers

Introduction

Customers in today's competitive market place are more demanding than ever before. Your competition is taking aggressive measures to boost their market share by wooing your clients away. And, in today's tough economy, buyers have less money to spend on your products and services. That's why your ability to provide a superior customer experience is the key to long-lasting success.

Why is customer satisfaction so important? The first factor is cost control. A recent poll published by the Gallup Management Journal reports that it cost nearly five times as much to acquire a new customer as it does to effectively service an existing one. Another consideration is profitability. Studies performed by the National Business Research Institute show that a five percent increase in customer retention will translate into a boost in profits of between 25 and 95 percent. What's more, the Harvard Business Review has stated that cutting defections in half can more than double a company's growth rate, and that "completely satisfied" customers are six times more likely to become repeat buyers than those that are merely "satisfied."

A growing number of companies across North America are leveraging predictive dialers to boost customer satisfaction, and achieve other important corporate goals. Sales of call center component technologies such as predictive dialing systems have grown at an annual rate of 3.8 percent, reaching over \$3.2 billion last year according to Datamonitor.

This white paper will highlight the ways in which a Web-hosted predictive dialing system, through customer outreach programs, can help your company increase satisfaction levels across your client base. You will also learn how the strategic use of a predictive dialer empowers you to provide customers with a superior experience, making them happier, more loyal, and more likely to do business with you again and again.

Know Your Customer

Your customers want to feel important. They want the comfort of knowing that your organization, as well as the other companies they do business with, understand and care about their needs.

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It is vital for your agents to have background information about each client, including a history of prior interactions and their outcomes. This empowers your representatives to engage in more personalized and intelligent conversations, providing customers with a greater sense of trust and security. Additionally, this type of insight enables agents to do more than just simply answer questions and solve problems. It helps them build strong, long-lasting relationships – the key to keeping customers loyal and profitable.

A hosted predictive dialer with integrated customer relationship management (CRM) capabilities and a comprehensive database that includes all historical customer data gives your agents the knowledge and insight they need to understand your clients, and service them efficiently and effectively.

By fully automating dialing activities, a predictive dialer gives agents more time to interact directly with customers. 

Surveys

It is a myth that predictive dialers were designed specifically for use in sales-oriented contact centers. In fact, outbound dialing to your customers is ideal for any type of outreach phone initiative, particularly for performing satisfaction surveys. These types of interactions, aimed at collecting feedback directly from the customers themselves, are a great way to make sure that clients are happy with your products or services, as well as the support they receive from your staff. The intelligence gathered from surveys can be used to make changes to policies and practices, introduce new products and services, and implement new sales and marketing strategies.

A recent Forrester Research study that evaluated the effectiveness of various customer retention methods found surveys to have the greatest affect on loyalty, receiving a 3.9 rating on a five-point scale.

Predictive dialers significantly increase the number of customer outreach calls that can be made – by as much as 400% according to some industry studies – allowing companies to speak to more clients and build a customer knowledgebase with less effort.

This, in turn, provides a broader and more accurate picture of:

- What buyers want, so you can develop new products, and enhance existing ones, based on customer needs
- What it's like to work with your company, so you can identify any areas in your business where service delivery levels may be below par
- Key competitive trends, such as promotions and special offers other companies may be running to steal market share

Improve Agent Availability

Many contact centers today serve multiple purposes, acting as extensions of the sales force, as well as post-sales service and support teams. With agents juggling so many responsibilities, it can be challenging for managers to ensure that a representative is available immediately when a customer calls. Putting customers on hold for long periods of time, or automatically routing them to a voice mail box to leave a message can have a negative impact on the overall service experience.

A predictive dialer can improve agent availability in two distinct ways. First, it can increase agent efficiency by freeing them of the burden associated with manual dialing activities. By automating dialing activities from end-to-end, a predictive dialer gives agents more time to interact directly with customers.

Second, it can help call centers better balance the handling of inbound and outbound calls. Many of the more comprehensive, world-class predictive dialers offer flexible call blending capabilities. These features make it easier for contact centers to manage both inbound and outbound call volumes, as well as related workflows. So, phone agents are more accessible to customers, whenever they are needed.

Ensure Ongoing Communication

Two key components of any successful customer satisfaction and retention strategy are keeping your promises, and keeping the lines of communication open. Full-featured predictive dialers can help you achieve both. They provide your agents with comprehensive call tracking capabilities that will allow them to review complete client interaction histories, and ensure that timely follow-up and consistent communication is occurring. This approach not only im-

proves customer loyalty, it also helps boost profitability by enabling contact center representatives to uncover – and take advantage of – opportunities to up-sell and cross-sell complimentary products and services.

Many predictive dialers include callback notifications. Agents receive an automatic alert when a scheduled callback approaches. So, customers always hear back from your representatives, as promised, and follow-ups never fall through the cracks.

SafeSoft Solutions: Cutting-Edge Hosted Predictive Dialers to Boost Customer Satisfaction

SafeSoft Solutions empowers customer contact teams with the robust tools they need to expand customer loyalty, generate significant revenues, and optimize profitability. Our predictive dialers are Web-hosted, on-demand solutions that offer rapid deployment and ease-of-use, with little or no capital investment.

The SafeSoft Promise - Low Monthly Fee

SafeSoft is committed to removing the investment barrier to technology adoption. When you implement a SafeSoft predictive dialing solution, you get a complete package - for one affordable monthly fee per seat. That includes domestic long distance and voice services like announcements and call recording. Customers can simply “pay as they go,” using the service as long as they like, stopping at anytime, with no cancellation fees or penalties of any kind. We are changing the industry by delivering the promise and power of the Internet in ways that free companies to innovate and adapt.

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 accuracy. Dialing speeds are then dynamically adjusted to set the selected pace of agent activity.

CRM and lead management functionality

We’ve incorporated powerful lead management capabilities into our Web-hosted predictive dialer. So, agents have immediate access to complete contact histories, including the disposition of previous calls. This provides them with valuable insight that can make interactions more personalized and more effective. Additionally, agents can segment the database and pull a list of leads by any criteria, at anytime, allowing them to conduct campaigns in a more targeted fashion.

Recording and monitoring capabilities

Integrated call recording allows managers to capture and review sales rep interactions, so they can identify the need for training and coaching. Successful interactions can be saved and used as “best practices” training examples. Additionally, managers can “live monitor” calls and join in to help struggling agents, or close the deal.

Reporting and analysis

Sales managers can ensure optimum sales effectiveness by tracking vital patterns and trends in agent and campaign performance. SafeSoft Solutions enable real-time reporting of:

- Lead status
- Call results
- Average call lengths
- Calls made
- Talk time
- Agent log-in/log-out
- And much more!


Simplicity and ease of use

The SafeSoft interface is a highly intuitive and comfortable environment to work in – so critical customer campaigns don’t have to be put on hold while agents learn how to navigate complex software features. In fact, our application is so user-friendly, sales representatives can get up and running in minutes, with little or no training.

Support for all industries and types of call centers

Our predictive dialers are currently in use in almost every major industry. Our systems enable the efficient and successful execution of all types of outbound customer contact – from telesales, fund raising, and market surveys to collections, appointment setting, and political campaigning. Wherever a business needs to reach out to its customers, SafeSoft can provide a more efficient means of getting the job done.

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. 

Continuous Service Assessment and Improvement

Your call center agents are the front lines to your customers. In most cases, when a client needs help or has a problem, the representatives within your contact center are the first people they will speak to. Therefore, it is critical that these agents are skilled and well-trained, so they can answer questions or resolve issues in the fastest, most effective, and most professional manner possible.

Many predictive dialing systems provide features that enable managers to accurately evaluate agent effectiveness, identify underperforming representatives, and take immediate action to optimize service delivery levels. Some dialers include fully-integrated call recording capabilities, allowing supervisors to record calls and listen to them at a later time, as well as live monitoring functionality that lets managers listen in on calls in progress.

With the robust reporting and analysis features offered with many dialers, companies can define critical performance indicators, and track the achievement of those metrics. For example, agents can be told that clients are not to be placed on hold for longer than 2 minutes. A predictive dialer allows managers to monitor average hold times to ensure that standard is being adhered to.

About SafeSoftSolutions

When companies want today's most innovative telemarketing and call center software, they turn to SafeSoft Solutions. We are committed to removing the investment barrier to technology adoption. When you implement a SafeSoft predictive dialing solution, you get a complete package - for one affordable monthly user fee. You simply "pay as you go," using the service as long as you like, and stopping at anytime, with no cancellation fee or penalty of any kind. We are changing the industry by delivering the promise and power of the Internet in ways that free companies to innovate and adapt.

Find Out More

To learn more about hosted predictive dialer systems and other on-demand call center software from SafeSoft Solutions – and how they can help you boost customer satisfaction and retention – visit our Web site at www.safesoftsolutions.com.

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