



Web-hosted or SaaS Predictive Dialing for Work-at-home Agents

Introduction


In today's tough economy, companies across all industries are implementing aggressive cost-cutting measures. Many of them are "virtualizing" their contact center operations as a means of reducing real estate, labor, and other overhead expenses.

Opting for a virtual contact center provides companies with access to a greater pool of agent resources, allowing them to hire based on skills and experience, without any geographic limitations. Many experts believe that by providing agents with a more comfortable, convenient, and flexible work environment (such as working from a home office), the high turnover rates so prevalent among call centers are likely to decrease.

The virtual contact center model has become increasingly popular, particularly among third-party or outsourced call center service providers, as well as sales-intensive, branch-based organizations such as stock and bond houses, mortgage brokerages, and auto dealerships. Datamonitor estimates that 19 percent of North American contact centers currently employ remote workers. And IDC believes that the use of the virtual call center model will continue to grow, with more than 300,000 remote agents employed by 2010.

The virtual contact center model does, however, present significant challenges. Controlling agent activities, monitoring their progress, and assessing their effectiveness can be difficult when managers don't work out of the same location. Additionally, agents who operate off-site typically don't have access to the same tools and resources as those who operate at company headquarters, leaving them at a disadvantage when it comes to servicing or selling to existing and potential customers.

Web-hosted or Software as a Service (SaaS) predictive dialers can help companies enhance agent efficiency and effectiveness across their virtual or distributed contact center operations. With a virtual predictive dialer in place, your remote agents have access to all the tools they need to achieve their targets, quotas, and other objectives. So, they can work just as efficiently as if they were operating out of company headquarters.

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In fact, predictive dialers have proven to be so valuable in contact centers of all types 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 according to Datamonitor.

Minimized Administrative Burden

Whether your call center representatives work out of your primary location, or out of home or branch offices, you'll need to get them focused on what really counts – interacting with your target audience. But, when they are bogged down with administrative activities, such as pulling contact names up one at a time from a database, and manually dialing number after number, the amount of time they can spend on the customer interaction is seriously limited.

Predictive dialers fully automate dialing activities from end-to-end. Your at-home agents will be completely freed from manual dialing, and will no longer need to place numerous calls only to deal with busy signals, voice mail boxes, bad numbers, and no answers. Instead, they can spend the bulk of their time selling to and supporting your existing and potential clients.

How do predictive dialers work? The system automatically initiates all calls, at a rate based on various statistics such as average call length, and dynamically detects their outcomes. Calls are transferred to agents only when a live respondent has picked up the phone. Talk time is maximized, and agent idle time between interactions is minimized.


Web-based Access to Vital Customer Data

Contact center agents that reside at off-site locations, such as home offices, are often “disconnected” from the vital customer information they need to properly sell to and service existing and potential clients. Without insight into past histories, such as previous phone calls and their results, any interactions with those customers will be limited in their effectiveness.

Providing agents with access to separate CRM systems, which house a repository of customer data, can be a

cumbersome endeavor. IT teams will be required to install and maintain software on each remote agent's desktop – a task that can be quite challenging when those agents are geographically-dispersed.

By choosing a Web-hosted or SaaS predictive dialer with integrated lead management capabilities, agents instantly have access to critical and timely customer information. This will ensure that all interactions are conducted in the most intelligent and personalized manner possible, without the need to deploy and manage software on individual computers.

By choosing a Web-hosted or SaaS predictive dialer with integrated lead management capabilities, remote and at home agents instantly have access to critical and timely customer information. 

Comprehensive Performance Management

One of the challenges faced by many virtual and distributed contact centers today is difficulty evaluating and managing the performance of remote agents. Managers reside in one location, while individual agents, or groups of agents, work out of home or branch offices. Since traditional evaluation techniques require managers to sit with the agent in order to listen in on calls in progress, the virtual approach makes it difficult for supervisors to precisely assess agent effectiveness.

A world-class Web-hosted dialer system will include fully-integrated functionality, such as call recording and live monitoring, that will empower supervisors and trainers to see – first hand – how an agent is doing, no matter where that agent resides. Calls can be recorded and listened to at a later date, or reviewed in real-time as they are in progress – allowing managers to accurately evaluate any agent, at anytime, regardless of their location.

Boost Capacity and Portability

Few agents working out of home offices are equipped with sophisticated telephony systems. Most are operating

with nothing more than a single phone line, a PC, and an Internet connection. While this set-up is less than ideal, the costs involved with deploying a complex telephony environment across numerous virtual call center locations isn't feasible for most businesses.

A VoIP-based predictive dialer can expand the call capacity of at-home agents, without the need for expensive network infrastructure. Because the system compresses voice data, VoIP lines can carry a greater volume of voice, allowing multiple calls to be sent over a single access line. On-demand predictive dialers that are built on VoIP

SafeSoft Solutions: On-Demand Predictive Dialers That Empower Remote Agents

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.

Remote Access

All the powerful features and functionality of our predictive dialer can be quickly and conveniently accessed via the Web, anytime, anywhere as a SaaS application. Work-at-home or branch-based agents need nothing more than a PC, a USB headset, and a high speed Internet connection to operate our solutions.

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.

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, flexible call handling and blending options, call back notifications, and full compliance with FTC and FCC regulations.

Comprehensive 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 outcomes of previous calls. This provides them with valuable insight that can make interactions more personalized and more effective.

Recording and monitoring capabilities

Wherever a rep is located in your virtual call center environment, integrated call recording allows managers to capture and review their 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.

Statistics tracking and performance reporting

Our Web-hosted predictive dialer provides real-time tracking and reporting of key performance indicators and statistics. Through an intuitive web-based dashboard, supervisors can quickly and easily monitor agent activities, campaign progress and results, lead status, and much more. Additionally customized reports may be generated to track unique or specific metrics.


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 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. 

technology also make it easier for traditional contact centers to move to a virtual model. Calls can be economically placed from any location, anywhere around the world. All that's needed is a high-speed Web connection and a desktop or laptop computer. Remote or at-home agents can be up and running almost immediately – with absolutely no impact to call volumes and dialing speeds.

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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