Centcom 2006

Compliance Dialing Parameters

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Introduction

Not that long ago, the most anyone needed to do to dial automated was load leads into a Campaign while scrubbing those lists against their own Do Not Call file and push play. The systems were designed to dial as fast as they could which gave low wait times but higher dropped calls. The world has obviously changed.

Today, when dialing a sales Campaign of any kind you must have no more then a 3% drop rate per dialing Campaign, you must play a drop call message and you must scrub your lists against National and State DNC lists. These factors have forced the industry to maintain and run dialers with a watchful eye on these factors while trying to keep wait times down.

In order to do this there are some basic understandings that must be applied before deciding what type of calling you will do. The basics of determining what type of Campaign to use on Centcom are below; but what about the measuring stick for when you even have a chance to stay compliant? These guidelines will help you determine this.

List Size

This can have a huge impact on whether you can stay compliant with a single list or not. Minimum requirements for a list should be roughly 1000 leads in a list. Anything less can lead to situations where the number of contacts you get, compared to the number of drop calls, will always have you running the risk of being above 3%.

(For example, 100 leads loaded into a list, you run a 25% contact ratio which means that 25% of the calls made the system try to pass through to an agent. Then you drop one call and you are now at a 4% drop ratio and already not in compliance.)

If you need to dial a list of this size place it in a traditional power dialing mode on a one to one line to agent ratio. If you try and dial this list with a predictive or our new power dial modes you will always run a risk of dropping a call and this will make you fall out of compliance. Also, adding any additional lines to a traditional power dialing mode can also produce drops. The system will still be more efficient then manual dialing because it is detecting all of the bad numbers, answering machines and busy signals while still keeping you in compliance.

Number of Agents

The number of agents you have taking calls will make a large impact on your ability to dial efficiently and in compliance. Below, in the Power and Predictive dialing section, you will find the guidelines that we recommend to dial efficiently. If you fall under the guideline for running a predictive Campaign then your drops are always going to have to be a consideration because traditional power dialing doesn't have the ability to slow itself down if you experience a sharp rise in drop calls. With the new Power Dial algorithm you can keep your drops down but only if your agents do not sit on wrap mode for longer then 15 seconds.

Quality of Leads

This will be a determining factor for any environment. If you have a good quality lead base and your contact ratios are higher then usual then you always stand a lead base and your contact ratios are higher then usual then you always stand a chance of dropping calls. The first time you start dialing on a list be sure to watch it carefully for your contact percentages if you are dialing with fewer agents.

Power and Predictive

Power Dialing

This power dial dials every fifteen seconds when an agent is in a ready or wrapping up mode. Unlike the traditional power dial mode this allows a company to set a drop percentage to automatically speed up or slow down the dialing algorithm to match the set percentage by using a similar algorithm to predictive dialing. This mode, however, can create dropped calls even on a one to one line to agent ratio if your agents sit on wrap mode for longer then 15 seconds and the call made is a connect. So keep your agents moving and don't allow them to wrap up for too long.

Predictive Dialing

Predictive dialing utilizes algorithms that compute variables from the agents such as the agents' talk times, wrap times, not ready times, etc. Then it uses these times to predict when an agent will be available for a call.

Predictive Campaigns constantly dial and the power dial Campaigns wait for an agent to become ready before it dials or with the new power dial it waits for wrapping or ready statuses.

When to use each: Predictive dialing should be used when 8 agents or collectors or more are logged on to a single Campaign. Power dial should be used when there are 6 or less agents on a single Campaign. The 6-8 agents range is a gray area where predictive or power dial could potentially be effective. If your environment allows for quick wrap up of calls then the new power dial mode would be best.

Some of the things that go into the determination of which type of Campaign to dial also include the quality of the lead base, the way the agents use the system, how many lines you have available to dial out on and whether or not you are using the drop call and answering machine message IVR's.

Quality of leads: What is my contact ratio? How many numbers does my system have to dial to get a contact? This number decreases the more you dial through it.

The way your agents use the system: Are your agents required to enter notes into a second piece of software such as collections software? Do they take extensive time in between calls to research for the call? Are there any other things my agents do that slow down the process between the ending of the conversation and the agent places themselves back into a ready status.

How many lines do you have available to dial out on: What is the total number of lines on a Campaign that could be dialing? Do I have enough lines to potentially run a ratio of 4 lines per agent?

Drop Call and Answering Machine Message IVR: If you are using these this will use resources in your available lines and the speed of your dialing.

(For examples, 6 agents, lead base in fresh and are high on the contacts, and you have a full T1 to use for outbound dial.) Try Power dial on a 2:1 line to agent ratio, with high contacts your agents must understand that they have to keep themselves in a ready status when not on a call because every time an agent places themselves as a ready status the system will make two calls. The chance of both lines connecting on a lead base that is getting good contacts is possible so other agents must be available to take the second call or else it will drop.

Determining Your Fetch Rate

The easiest way to determine your fetch amount is to figure out how many lines you have available for a parent Campaign. Then determine your average length of your calls. Then figure out how many calls per minute you can make using those two numbers. Once you have done that, then you have to take the total number of calls you have to make per minute and divide it up between your child Campaigns according to priority. So if child Campaign A has a high priority and child Campaign B has a low priority then you can set Child A to fetch 100 and child B to fetch 50.

Another way to calculate your fetches is to use the number of agents you have on your parent Campaign and then fetch anywhere from 5 – 10 fetches per agent per minute. The way to determine your fetches is by taking your average contact percentage per minute and then calculate the number of calls you need to make to average the contacts you need. Remember, you can not dial over the amount of outbound lines you have available and your contact percentage will always get lower the more you dial on a list.

Now, there are two settings for fetching records from a child Campaign. The above instances works for the Mixed setting but what about the Queued setting? The queued setting dials through the first child Campaign entirely before moving on to the next child Campaign dropped below it. So in this instance you must fetch 100% of the records you need from the first child Campaign because that is the only one you will be fetching from.

Like any dialer, these are guidelines to start out on and you must watch the performance of any list and settings to optimize what is best for your environment.