



## **Centcom 2006**

### **Power VS Predictive Dialing**

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## Power and Predictive

- **Power Dialing:** Power dialing is a type of dialing that waits for an agent to declare when they are ready to call by placing themselves in a ready status.
- **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.

- **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.

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 IVRs.

- **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? Is 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 significantly use up resources in your available lines and the speed of your dialing. Even on a 6-8 agent range you should be using predictive dialing.

Examples: 6 agents, lead base in fresh and are high on the contacts, and you have a full T1 to use for outbound dialing.

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 use the second call.

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.