



# CT Predictive Dialer

## Technology giving you the edge

*RealConnect's CT Predictive Dialler is a highly intelligent predictive dialling solution that dramatically increases calling efficiencies for outbound call centres.*

Do YOUR agent's waste hours waiting for people to answer, getting fax or engaged signals or answering machines?

Rather use a system that will dial faster than your agents ever could and gives them live calls.

### **What does it do?**

Predictive dialing optimises the call centre productivity and uses advanced real-time algorithms to present live calls to the agents just as they become available again. This frees up the agent from waiting during the placing of calls – as soon as they have completed the one call, the next call is lined up and ready to go.

Call centre statistics show that campaigns using predictive dialing typically achieve a **100% OR MORE** increase in talk time per hour compared with that of a conventional Preview Dial driven campaign – agent idle time is cut to a bare minimum.



### **The Predictive Dial Process**

#### **Getting to the 'real-live' calls**

The Predictive Dialler uses standard Power Dialing methods to automatically dial several calls per agent, expecting some calls to fail – i.e. not be answered, be answered by fax machines or answering machines, etc. These calls are not passed through to the agents and their details are noted in the database for deletion or possible future re-processing. Only the successful 'live' calls are passed through to agents. In essence the Power Dialler acts as an 'electronic secretary' for the agents, ensuring that only the 'live' calls are connected.

#### **Adjusting the call rate**

As the agents deal with calls, a real-time statistics engine establishes the expected length of call and the expected time it takes to set up a call. Advanced algorithms control the dialing rate so as to allow the predictive dialler to start phoning just before the previous call ends – the predictive dialler then establishes the new call and transfers it to the agent just at the right time. If the agent is not available, then the call is transferred to another agent within the same skills group, placed in a holding queue, or alternatively as a last resort, dropped.

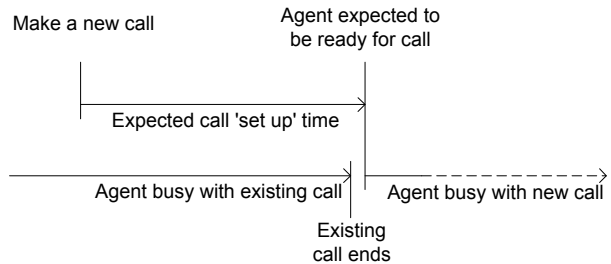


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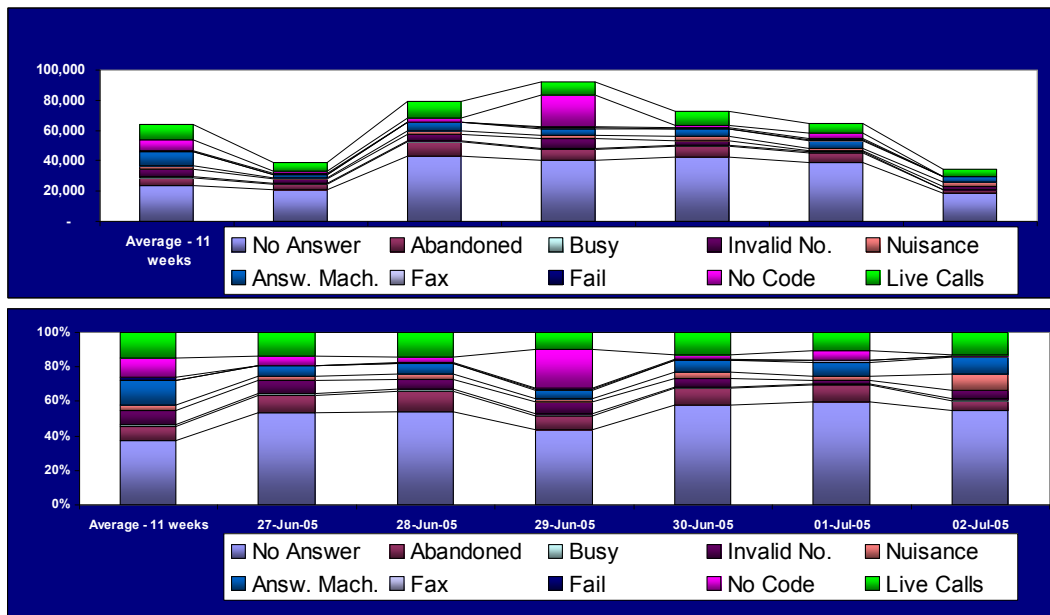
## Why use Predictive Dialing?

Most of the inefficiencies in conventional outbound call centres result from agents spending 'waiting time' while live calls are being established. Traditional Power Dialing only starts placing the next set of calls once the agent has completed the previous call.

Predictive Dialling removes these limitations. The Predictive Dialling process aims for contacts to answer calls just as the agents become available. Optimum time is spent handling calls.



Campaigns using predictive dial can achieve talk times of 55 minutes per hour – compare this with campaigns using conventional Preview Dialling, which typically only achieve talk times of 25 minutes per hour.



A typical set of **Predictive Dialer Stats Graphs** displayed above shows the total number of dialing attempts made. What is important here is the ratio of **Live Calls** (shown in green) received by the agent to the number of unsuccessful calls (the rest of the bar) that take place in the background.

This process is totally transparent to the agent, who simply receives a continuous stream of live calls. Agent time is not wasted on making unsuccessful calls – the predictive dialer deals automatically with these and reschedules or discards them as the case may be.



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## A comparison of Dialing Systems

Typical statistics in table below show the advantage that Predictive Dialling has over other conventional methods\*:

	<b>Manual Dialling</b>	<b>Preview Dialling</b>	<b>Power Dialling</b>	<b>Predictive Dialling</b>
Agent talk time %	10%	20%	40%	90%
Attempts/hour/agent	30	50	200	550
Connection/hour/agent	5	10	20	50
Sales	Very Low	Low	Low-Med	High

Source: RealConnect Client Information – normalised to a standardised call time

## Benefits to your Company

REALCONNECT'S CT PREDICTIVE DIALLER is a robust, full-featured outbound dialing solution for small to medium size call centres that provides the following benefits:

### Less Idle Time:

CT Predictive Dialer connects only live calls to agents – this dramatically increases calling efficiencies for outbound call centres by reducing agent idle time to the bare minimum.

### Increased Productivity:

Agents achieve a higher success rate based on their ability to reach contacts that have been specifically targeted beforehand.

### Cost Sensitivity:

Advanced software algorithms constantly monitor the Agent Idle Time and Nuisance Calls Ratios and adjust the Dialing Ratio to achieve maximum call centre cost efficiency.

### Proven Quality and Durability:

CT Predictive Dialer has been used in South Africa for over 6 years – with excellent customer feedback.

### Real-time Reporting:

With CT Predictive Dialer you have full access to all call centre campaign information, including marketing figures, contact rates, call statistics, campaign trends and other important data.

### Real-Time Flexibility:

Call Centre supervisors can alter campaign and business rules 'on the fly' to take into considerations the latest trends that instantly become available with the Real-time Reporting.

### Higher Revenue:

The dial rates are maximised. Fewer agents contact more customers in a given time - call centre efficiency is vastly improved, overhead costs are dramatically reduced.



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## Dialer Features:

- *Powerful and flexible dialing options - also performs in Power Dial, Preview Dial or Manual, Modes.*
- *Multiple Simultaneous Campaigns.*
- *Flexible Area code programming.*
- *Retains full dialer contact result information.*
- *Highly accurate Call Progress Analysis.*
- *Constant monitoring of costs criteria.*
- *Monitoring of system and trunk response levels.*
- *Provides service level alerts to management.*
- *Real-time agent activity monitoring.*
- *Historical reporting.*
- *Dynamic control of campaign rules and criteria.*
- *Easily integrates to all open database structures.*

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