

CallTech™ v3.3

Optimize Contact Schedules – Increase Right-Party-Contacts – Improve Campaign Results

Feature Highlights

Key Features

- Optimized Call Scheduling
- Align Call Strategy and Call Schedule with Resource Availability
- Best-Time-To-Call
- Champion/Challenger Testing
- Dynamically Generated, Self-Tuning Call Models
- Robust Reporting
- Seamless Integration with OnQ's Advanced Campaign Management Solution

Proven Benefits

- Enhance contact and calling strategies
- Boost Right-Party-Contacts by over 20%
- Reduce roll rates and charge-offs by as much as 25 basis points
- Improve agent utilization by over 10%
- Decrease dialer administration resources by 25%
- Reduce call attempts and improve campaign results
- Enhance agent effectiveness and satisfaction

Whether selling new product or collecting past due payments, in today's environment it is more challenging than ever to contact customers...

More and more customers are giving up their landlines and relying solely on cell phones – as of mid-2009 a quarter of all U.S. households, and a third of adults ages 18-34, had only cell phones. Legislation, regulation and the courts are making it harder than ever to include cell phone numbers in automated calling campaigns. In the current economic climate there are more customers than ever who can't afford to make a payment or a purchase, and those customers see no point in taking another call from another collector or marketer. Widespread availability of Caller ID makes it easier than ever to avoid unwanted calls.

Legacy contact campaign strategies such as balance- and score-based prioritization or high penetration targets are not only ineffective, they can put your operation "at risk" with your most valuable assets: your customers. The reality is you need a more sophisticated approach in order to get the most out of each contact attempt.

There are still customers who can be reached by phone and who have money in their wallets. You need a way to find them quickly – to get there first, ahead of the competition – and to keep finding them as behavior patterns change over time. A way to optimally schedule calls based on your available resources that allows you to efficiently reach the most Right-Party-Contacts ("RPC's").

That's why ALI Solutions ("ALI") provides CallTech™, a powerful call-scheduling solution that can help you maximize the dollars generated per agent per hour – all within your budgetary, compliance and resource-allocation goals.

Predictive Analytics for Optimized Call Scheduling

CallTech uses a patented predictive analytics engine that automatically optimizes daily outbound call schedules in alignment with your business rules and strategies.

These optimized call schedules are based on custom models that predict the probabilities of contacting each individual in the calling list during each hour of the day. A second set of models calculates the probability of a positive outcome (promise to pay or sale) from each contact.

Scheduling begins each morning when CallTech automatically processes a copy of the day's calling list. It segments the list according to rules and calculates contact probabilities for each record. Then it matches each segment with the resources assigned to work it and builds the optimal calling schedule to meet your unique objective for each campaign.

By using this powerful combination of data in the calling list and call history, CallTech automatically builds models that are highly predictive, even if a record has never been seen before in the outbound calling queue.

The bottom line? CallTech can dramatically increase your agents' productivity and reduce costs by maximizing the time each agent spends talking to the customers that matter the most to your business.

Powerful Capabilities for Fast, Cost-Effective Proactive Contact

CallTech offers a wide range of capabilities, each one designed to meet the real-world needs of today's outbound contact operations.

Automatic Model Refreshing

CallTech automatically refreshes its models on a monthly basis, using the most recent call history data. This process means that you can take into account the effect that different seasons or yearly events have on individual behavior. Updating the models also ensures that the most predictive information is always available.

Flexible Scheduling Based on Your Objectives

Each schedule built by CallTech targets an objective that you can set. That might be as simple as maximizing contacts or payments, or it might be maximizing contacts to certain types of records such as those with high balances or response scores. Prioritizing certain records within a larger population in this way keeps the dialer running smoothly while still meeting the needs of your business.

Strategy Simulation and Resource Forecasting

Maximizing effectiveness of a proactive campaign requires finding the right mix of records, call targeting, intensity, and



Proven Solutions Driving Profitable Contact Centers

- 5 of the World's top 10 Banks
- 6 of the top 10 North American Banks
- 6 of the top 10 U.S. Credit Card Issuers
- 4 of the top 10 U.S. Auto Finance Companies
- 3 of the top 5 North American Telecommunications Companies
- 60+ product installations
- 500+ million records per month
- 7 countries, 3 continents
- Proven success since 1992

**Deployment to ROI
in under a year**

agent resources for each campaign. The CallTech Simulation tool allows you to test many possible combinations before deploying the best solution in production - and with no risk to your current operations. Once you have identified the right staffing level to meet your objectives, you can use the output of the Simulation tool to guide your workforce management application to the optimal agent schedule for your business.

Effective Champion/Challenger Testing

CallTech transparently integrates Champion/Challenger Testing into the call strategy process. The random selection of participants and the transparent distribution of work help ensure completely non-biased and effective testing. An internal random number generator allows the user to split a portion of the calling list into several segments and compare the effects of different treatments on identical populations.

Robust Reporting

CallTech offers a rich suite of reports for overall results, hour by-hour activities, scorecard performance and many other requirements.

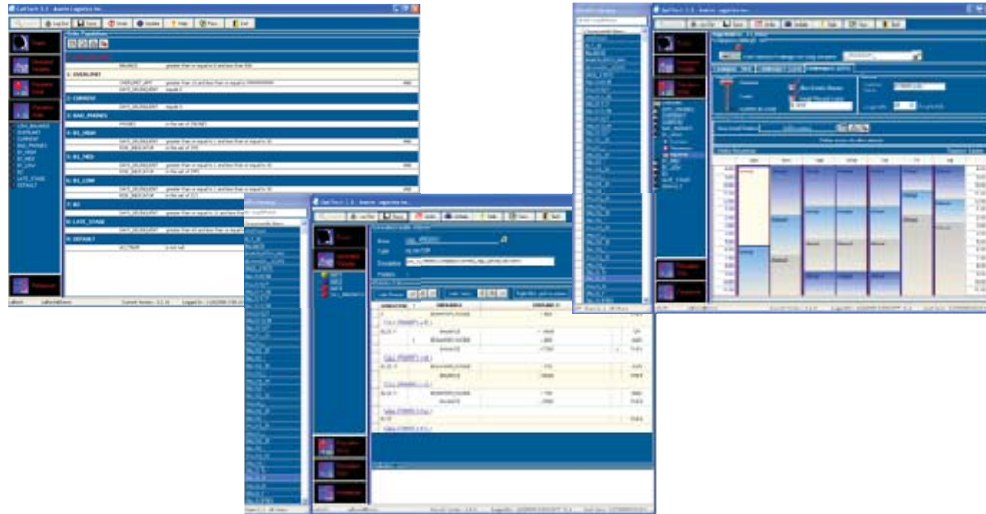
An Open Database

The solution automatically builds an open database that contains daily campaign results. This provides a single source of several months of record-level call history, always available for customized and ad hoc reporting.

Ease of Use

Business professionals have found that CallTech is easy to learn and even easier to use. Interface screens and work processes are designed to be clear, concise and highly intuitive. Help keys provide ready answers to almost any question, and CallTech support professionals are available with more information if required.

Contact us today at info@alisolutions.com to optimize your contact schedules based on current resources and business objectives that improve proactive contact efforts quickly and without risk.



About ALI Solutions™

ALI Solutions is a leading provider of contact center solutions and the leading brand providing best-in-class analytics applications to the collections market. ALI's solutions empower business users to maximize agent productivity and optimize customer contacts through advanced contact analytics, automated decisioning and dynamic campaign management. Since 1992, many of the world's most successful companies throughout North America and the Asia Pacific region have chosen ALI because its solutions enable them to proactively communicate with their customers more effectively, thereby improving business performance and enhancing their customer relationships.

Contact Us

www.alisolutions.com

Headquarters

Phone: 512.328.8215

Email: info@alisolutions.com

Asia Pacific

Phone: 65 6327-5263

Email: AsiaPacific@alisolutions.com

UK

Phone: +44 (0) 20 7484 5066

Email: UK@alisolutions.com

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