

WHITE PAPER

Maximizing Your Call Effectiveness:

The Case for Intelligent Call Strategy Management in Telemarketing



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Overview

At the heart of telemarketing success, achieving the most Right-Party-Contacts (“RPC”) and offer acceptances are arguably the most important pieces. Many organizations attempt to do this by increasing the intensity of the number of calls and campaigns they do, in the vain hope that it’s simply a numbers game.

Even though increased intensity can lead to increased RPCs, it quickly reaches a point of diminishing returns where the cost of intensity outweighs the benefit of RPCs. In addition, this viewpoint ignores the reality of call compliance issues and leaves out the reality of telemarketing metrics. While the main goal of telemarketing operations is to maximize contacts and sales conversions, they must do this while working within business and budget constraints, and complying with state and federal regulations.

One large financial institution is a case in point. They determined that their strategy of calling intensity was not resulting in increased offer acceptances. In addition, they were managing multiple campaigns and in order to comply with time zone restrictions and calling regulations, they had to segment the campaigns into more calling lists than they could effectively and efficiently manage, and it also increased their risk of error. The result: an inability to manage their various outbound campaigns—across dialers, geographies, time zones and lists—while maintaining compliance.

What they needed was a solution that would enable them to focus on those leads that would provide the most payback—in terms of selling to new customers, cross selling to existing customers and making “sticky” retention offers. One of their strategies was to focus on increasing their RPC rates to those leads that carried the most value—in terms of dollars and loyalty.

That makes perfect sense. After all, if you can reach more right parties at the right time (when they pick up the phone at a time they are also willing to listen and act on your offer), you’ll improve your ability to balance agent costs with productivity. The trick is in reaching them at the right time, within compliance and without annoyance. Taken a step further, once you have your calling strategy and you are ready to execute, it becomes crucial to execute your strategy with consistency and effectiveness.

Reach More Right Parties ... Make More Sales

So the question for the financial institution mentioned above—as well as for anyone else looking for a lift in their RPC rates—is: “How can you reach more right parties?”

The answer lies in your outbound call strategy. The typical approach to developing a call strategy begins with segmenting the population and prioritizing them by key characteristics such as demographics, future value, risk, etc. A sales target is then set for the campaign, and finally the campaign is executed until the target is met. This approach however:

- Results in high penetration with low response rates
- Fails to utilize agents with optimal productivity, leading to dissatisfaction and turnover
- Fails to consider that individuals within segments will not behave the same or have the same propensity to accept an offer

To reach more right parties and gain higher response rates, outbound call strategies need to go a few steps further. Using predictive analytics, companies are doing just that.

Call targeting software solutions solve the question of “When to Call” using predictive analytic call targeting to create optimal calling schedules that increase RPCs. The result is both an increase in sales revenues and a substantial rise in agent productivity. An analytically driven software solution utilizing call targeting can:

- Sequence your leads into the most productive calling schedule, versus a non-scientific top-to-bottom calling strategy.
- Distribute work based on call centers’ actual agent resources, versus forcing calls into a short “primetime” that rarely aligns with actual staffing patterns.
- Generate more RPCs without additional agents, versus adding to your resource costs to improve results.
- Enable specific calling objectives, such as calling high-revenue accounts first.

Financial services organizations are using such solutions, including **CallTech™** from ALI Solutions. By deploying this Best-Time-To-Call software, these companies are gaining upwards of 15 to 20 % higher RPCs, as well as their highest-ever levels of agent productivity, which results in higher offer acceptances.

Raise the Level of Your Campaign Execution

However, even the best calling strategies need flawless campaign execution to be successful. In a complicated call center environment, this can become very difficult. A common approach to campaign management begins with segmenting the campaigns into multiple calling lists based upon time zone, state-specific regulations and other characteristics. Campaigns are then assigned to specialized agent groups, and policies are administrated manually throughout the day. Probable results of this approach include:

- High manual intervention, resulting in starting and stopping processes for intraday strategy changes and policy management.
- Regulatory compliance issues—both state and federal, including violating the Do-Not-Call lists.
- Underutilization of agents with optimal productivity, leading to dissatisfaction and turnover.

To avoid these pitfalls, innovative call centers have discovered that centralized list management can automate and simplify dialing operations.

Such solutions, including ALI Solutions' **OnQ™**, which centralizes and automates outbound campaigns, list management and policy compliance, can greatly simplify your dialing operation from creating the entire day's or week's campaign, to ensuring you meet goals and quotas despite staffing fluctuations. Such a solution saves expense by enforcing calling rule compliance, and it makes the dialer management staff more effective through real-time monitoring and reporting. Automated, centralized campaign management has many distinct advantages:

- Shares workloads across multiple centers to increase productivity and continuity, versus operating dedicated dialers that restrict workflow optimization.
- Executes rules to automatically ensure regulatory compliance at both the state and local level, including the Do-Not-Call laws.
- Enables dialer managers to seamlessly manage calling lists, adhering to calling schedules and reducing agent downtime.
- Applies continuity strategies for late list arrivals, versus disrupting your workflow and productivity to accommodate late lists.
- Conducts bias-free Champion/Challenger testing to ensure continued improvement, versus running biased tests that cannot accurately identify the ideal call strategy.

The financial institution mentioned earlier implemented an analytically based approach of Intelligent Call Management and realized significant benefits, including:

- Increased sales between 10 - 20 %.
- Increased agent productivity and reduced campaign downtime.
- Reduced number of calling lists managed while reaching more responsive targets.
- Gained operational excellence by reducing dialer management issues, including reducing global list management.

Interested in hearing more? [Contact ALI Solutions](#) at 512-328-8215 or visit www.ALIolutions.com to learn how our patented Intelligent Call Strategy Management Solutions—**CallTech** and **OnQ**—can help your organization dial up sales.

About ALI Solutions

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.

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