

WHITE PAPER

# Using OnQ to Assist in Dialer Migration

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## Executive Summary

Dialer technology, much like customer behavior, is constantly evolving. Successful contact centers are committed to staying ahead of the curve with new functionality that is released every 12-18 months by the dialer manufacturers. With new VoIP or SIP dialers, faster available hardware, integrated telephony components, and other technology leaps a dialer “upgrade” is often similar in scope to a new dialer integration rather than just a simple software version update. This means higher reward for the contact center but certainly more risk to go along with it.

Also, dialer upgrades are an expensive proposition based purely from a technology and project cost standpoint but that is only part of the **true** cost. These projects also open of the chance of dialer downtime and reductions in agent productivity that can ultimately cost 3-4 times the actual expense incurred during the project. On top of all of that, there is the risk of a dialer administration team’s reputation with their customers, the business unit, that can be tarnished with slow roll-back procedures, strategy limitations, and agent downtime.

As discussed in our white paper, [How Much is an Agent’s Minute Worth?](#), lost production time in a call center is expensive – deceptively so. A typical collections contact center with 100 agents can lose \$300,000 a year with just three minutes a day – one hour per agent each month – of lost productivity. The loss in productivity that a contact center can experience spread across an entire year can be something experienced in a day during a dialer upgrade or migration.

Imagine the impact when, during a dialer upgrade, the entire floor is idle for an hour while a hotfix is being applied to that new machine. Or the amount of administrative time spent on splitting work across two platforms and then having to replicate production strategies, scrub contacts, and keep track of max attempt requirements. Now imagine that again the next day, and the next, and so on during the full dialer migration project. How much harder will it be to satisfy the \$250,000 business case for the new dialer when the lost productivity is \$1M or more during deployment?

How do users mitigate this risk of production loss and increased administration to still take advantage of the latest technology?

OnQ, from ALI Solutions, will help users bridge the gap between old and new dialer technology and makes it easy to manage the transition all the way though to a stable, full production environment. There are three reasons why OnQ is able to help:

**Campaign and strategy management is controlled upstream** – OnQ sits between the predictive dialer and the collection or CRM system to deliver records into the dialer through an on-demand model. This means that a single call strategy can span multiple campaigns on multiple platforms with OnQ tracking record status and performance. Records can actually be dialed on either the “old” or the “new” dialer during the dialer testing and no performance is lost. Agents can be migrated in small, logical sections rather than a night/day cut-over while still retaining the rules and requirements expected by the business unit.

**Administration is centrally located** – This central, automated campaign management minimizes the time required to move agents back to the old dialer should they encounter a problem on the new one. Downtime is limited to the time it takes to move the agents – their campaign will be waiting for them, primed with the next records to call and with no worry of calling back customers that have already been contacted. The full file of records is available for calling wherever the agents are located – there's no need to build separate lists for each dialer and lose the opportunity to call records sent to the new dialer if it goes down. And with OnQ tracking the calls made on each record, compliance with legal and policy limits on the number and frequency of calls made is easy to maintain.

**Dialer Indifference** - OnQ is capable of connecting to most versions of the largest brand dialers on the market today: Aspect (all types), Avaya, and Cisco are some examples. This means that OnQ can leverage the full scope of capabilities above regardless of the dialer brand/version that you are moving from or moving to. Records can be shared across platforms, strategies can be aligned even if the dialers independently aren't able to execute the same strategy exactly the same way.

A dialer investment is the second largest behind the agent in terms of expense to the contact centers. During a dialer migration, both are at risk of production interruption and limited utilization. Mitigate that risk through the use of the OnQ system and the savings are massive, to the business unit, the cost/benefit of the dialer project, and to the dialer administrators team reputation can not only save the possibility of a huge cost of lost production but it can also help eliminate the possible hit to the administrative teams reputation.

## 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.

For more information, contact ALI Solutions at 512-328-8215 or visit [www.ALIolutions.com](http://www.ALIolutions.com).