FIVE WAYS TECHNOLOGY CAN HELP YOU **WORK SMARTER** IN OUTBOUND

Enghouse Interactive

1

INCREASING PRODUCTIVITY

Advisors are most effective when they are speaking to people. Whether you are an internal department or a specialist agency, the focus is on contacting as many people as possible during the course of the day and this is best achieved using leading-edge dialler technology.

HOW CAN TECHNOLOGY HELP?

Automated Dialling – optimising the dialling process. Ensure that a live connection is made at the point that an advisor becomes available, minimising advisor wait time and removing wasted time of advisors listening to ring tone.

Dynamic Scripting – ensuring that agents can handle a range of call types. Appropriate scripting will accelerate service ramp-up on new projects and campaigns, minimising agent training time and shortening time to revenue.

Dynamic Lists – Filtering lists based on live events significantly increases connections. For example, a regionalised flooding event would significantly impact on connection rates so filtering could be used to temporarily remove specific post code ranges from the contact list.

2 MAXIMISING THE NUMBER OF CUSTOMERS REACHED

It is not just about dial attempts but the actual number of live connections made. You won't be successful if you can't make that connection.

By intelligently managing dial lists and the recycling of no-answers, outbound operations are able to significantly increase the number of conversations per advisor per day.

HOW CAN TECHNOLOGY HELP?

Leverage Historic Contact History – through tight integration into CRM and contact history, it is possible to identify the best time to reach an individual customer and use this information to schedule the optimum time to attempt to contact them again.

Intelligent Cycling of Calls – If an early evening call is not producing a call answer then there is little point in continuing with this approach. Leveraging a dialler that provides complete control in the way calls are recycled can significantly improve contact rates.

Answer Machine Detection – recognising where a call has gone to message so the call isn't connected to a live agent. While this technology has the potential to impact on silent-call rates, high degrees of accuracy can be achieved when it is deployed properly.

3 DRIVING BEST PRACTICE

Once the customer is contacted, it is essential that the conversation opportunity is fully exploited. On every call you want your agent to perform as if they are your best agent, making excellence the standard.

This can be achieved by utilising In-Call Analytics. We know it is important to Quality Monitor agent calls on a regular basis, but In-Call Analytics offers so much more. Every conversation is analysed in real time and key factors correlated to provide best practice guidance to the agent. This guidance is provided while the call is still in progress which means that it can have a positive influence on the call outcome.

HOW CAN TECHNOLOGY HELP?

Key Word/Phrase Spotting – real time recognition of common words or phrases. By recognising what is being said in the conversation, analytics can provide timely guidance to the advisor on the best approach to take to deliver a positive outcome.

Emotion Detection – a recognition of how things are being said. By detecting emotion within calls, advisors can be guided in real-time on the best way to deal with the caller. For example, certain patterns and tones can highlight potential doubt over the information being provided, allowing the advisor to pursue appropriate objection handling or clarification strategies.

Performance Benchmarking – analytics can spot positive deviations from script - innovations by your best agents that deliver positive outcomes. These innovations can be declared "the new standard" and used to improve business performance.

4 FIRST CALL RESOLUTION

HOW CAN TECHNOLOGY HELP?

With it being so difficult to contact certain customers, once you have them on the phone it is imperative that you are able to close the process within a single call. So be sure to provide the agent with all of the tools and information they need.

Seamless Integration To Client Systems – making it easy and cost effective to integrate into your clients' systems. This ensures that there are no limits to the types of interaction that you can handle for your clients. Having a toolkit approach to application integration ensures that you are able to equip agents to complete any type of call.

Single View of The Customer – it is not just the tools but the information. Being able to gain a full picture of the customer is essential so the agent isn't negatively constrained in the conversations they can have. The agent needs to be able to quickly navigate to relevant customer information. By making it simple to access relevant information the agent can spend less time navigating and more time focussed on what really matters – the conversation.

5 ENSURING COMPLIANCE

Auditing of compliance has traditionally been done post-call. In this approach a sample of recorded calls are reviewed to ensure that all compliance statements have been delivered correctly.

Because this approach only focuses on a sample, it can never be comprehensive. Even more worrying is the fact that any corrective action has to be applied retrospectively. There is a better way by ensuring every call is compliant while the call is still taking place.

HOW CAN TECHNOLOGY HELP?

Validating What Is Said – by using In-Call Speech Analytics, what is said can be analysed to ensure that it is correct from a compliance perspective. For example, the difference between "your home will be at risk" and "your home could be at risk" can be spotted, flagged and corrected during the initial call.
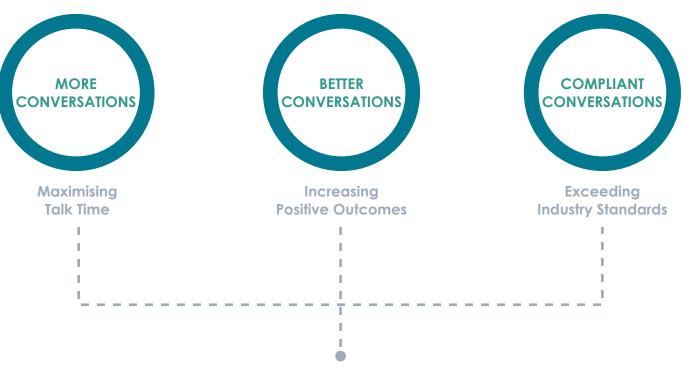
Validating What Was Not Said – if key compliance statements need to be read during a call, then these can be tracked by In-Call Speech Analytics and the advisor prompted to ensure that these statements are provided before they are able to close the call.

Dynamic Scripting – determining the rigidity of the script based on different call types. Some circumstances require absolute script adherence. However, there may be scenarios where natural call flow means that some script deviation may be beneficial. In script deviation scenarios, In-Call Analytics will ensure that certain mandatory phrases are still being used.

Enghouse
Interactive

Customer Centric Contact Centre Solutions.

MORE CONVERSATIONS

BETTER CONVERSATIONS

COMPLIANT CONVERSATIONS

Maximising Talk Time

Increasing Positive Outcomes

Exceeding Industry Standards

[ALL DELIVERED AS AN INTUITIVE, COMPLETE AND FLEXIBLE PLATFORM]