



WHITE PAPER: Improving Call Center Productivity
How to Accelerate Quota Completes and Increase Efficiency

Introduction

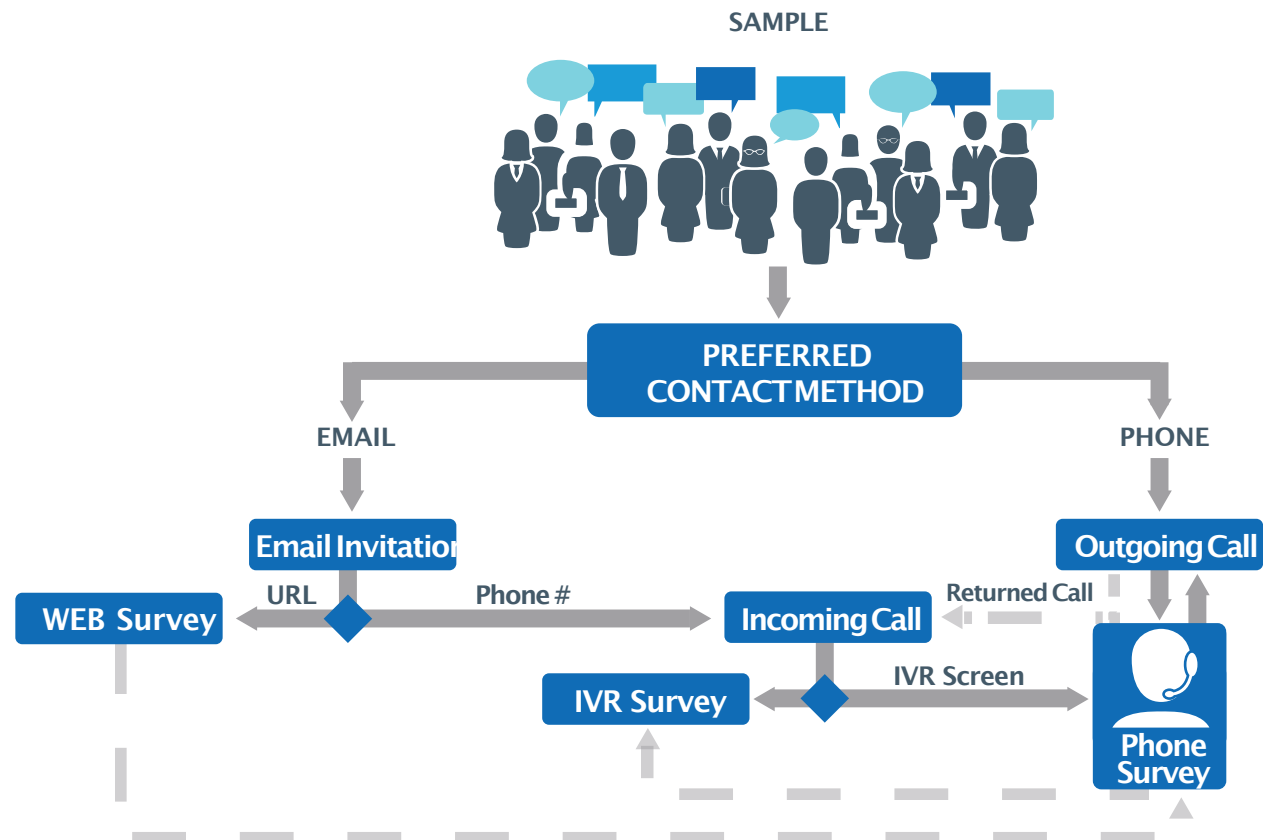
With reputations being made on efficiently satisfying client quotas, call center supervisors and managers must deliver on the required number of survey completes in a limited period of time. Even within strict time constraints, supervisors are asked to satisfy rigid and complex sample demographic requirements. To meet these goals, project managers are increasingly turning to our solutions to easily manage productivity and ensure quota completes. With our Platform, project managers can draw on multiple-mode survey methodologies, utilizing online, on-device, and on-phone modes in their study design while closely managing timely information to make changes as required.

We are constantly evolving our Multi-Mode capabilities to help call centers achieve goals, improve productivity, and deliver what you have promised—on time and under budget. And, with the platform's browser-based management platform, it is easier than ever to modify live surveys. Whether it is expanding the sample, creating rules or monitoring up-to-the-minute status reports, it helps you achieve quota completes faster and more efficiently.

Multi-Mode Survey Design

Survey design should consider multiple modes to better match data collection techniques with research goals. Common modes include live interviews (CATI), IVR and web. While each mode has its own unique benefits, drawing on a combination of the three will have a huge impact when it comes to capturing responses from a wide variety of respondents. This is particularly important when a study has sophisticated quota requirements.

Using our Platform, an interview can begin with a live interviewer to screen and gain commitment to take the survey, and then switch to IVR, or first screen a call via IVR and then transfer it to a live interviewer to complete a longer survey. Researchers can be creative in survey design to route respondents to IVR or even to a web survey for privacy reasons or to remove potential interviewer bias in responses about controversial habits, preferences, or activities. The result is the same—call center capacity is freed up for more calling.

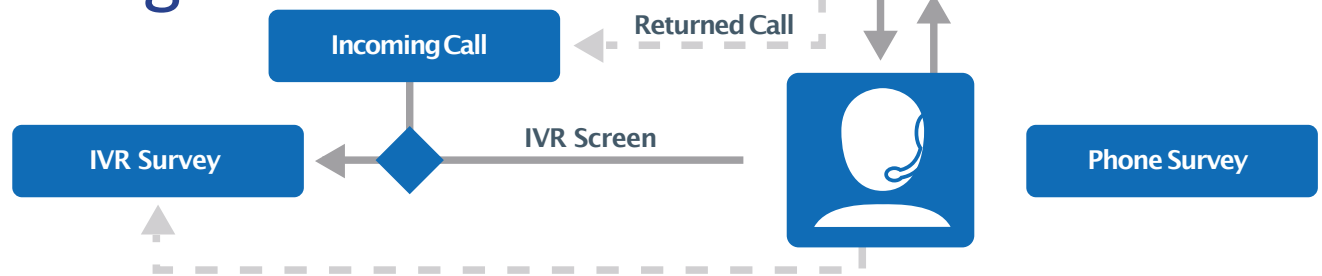


IVR provides many of the benefits of phone-based data collection without the labor costs associated with live interviewers. IVR improves call center flexibility, enabling call centers to grow business and scale beyond the number of interviewers available. You may need to survey a very specific group of people with challenging criteria that makes it extremely difficult to find the right individuals to interview. IVR technology can be used to pre-screen candidates before interviewers talk to them. This can help to reduce the cost of the survey because the screening is automated.

Although some organizations have recently moved toward online surveys to achieve their results, it is important to note that one mode alone, like an exclusively online survey, might not be enough to reach your desired audience. For example, although the majority of US adults have access to the internet, there is a percentage of the U.S. population over 65 and of rural areas, minority, high school grads and lower-income groups do not have internet access—yet 98% can be reached by phone. If these segments matter to your research, then phone-based data collection should be considered in the mix, and designing the survey to target them where they are can mean quotas are satisfied faster than with a single-mode.

Example Of Successful Use of IVR Pre-Screening

Imagine a sample requires 100 females in a designated large city between 25 and 30 who have a four-year college degree, are married, and have one child. Because this demographic has so many criteria associated with the group, it can be extremely difficult to reach the exact person needed to respond. Let the IVR system call the sample of females and ask their age, level of education, marital status, and number of children. When the system reaches someone who meets that requirement, that respondent will be informed immediately that they will be transferred to a live agent to participate in a survey. It could take 50 contacts or more to find someone who meets these criteria, so automated prescreening can dramatically reduce the time that live agents need to spend phone screening candidates.



Predictive Dialing

Once the sample has been compiled, predictive dialing enables the sample management system to pre-check sample records against the quotas before sending this information to the predictive dialer. This feature paves the way for tighter quota control and increased productivity. In a predictive mode, the dialer is able to anticipate when interviewers are available to take a call and manages the dialing rate to optimize both interviewer wait times and call abandonment rates.

With the platform's targeted dialing feature, numbers are sent to the dialer based on what quota and markets are still open, the time of day, and estimated connect rates. With our Dialer, supervisors can ensure that they never call over quota, protecting interviewer time and study costs.



PHONE



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Additionally, pre-processing samples helps to reduce overall sample and interviewing costs. It is possible to pre-process the sample for geographic regions and targeted demographics before activating the sample. The technology to manage this data enables you to use markets and quotas for even the most complex schemes.

Immediate response is critical. If a respondent is on the phone and there is too much "dead air" between the time the interviewer joins the call to ask a question, the person being surveyed could end the call.

Actively Manage Sample

When samples are actively managed, you will have a much better sense of whether you will need to eventually ramp up efforts and view how close you are to achieving your quota. With the suite of tools including the Dialer and our multi-mode platform, you'll be able to add numbers, change quotas, move numbers from any calling stack and into another stack or assign numbers to a special interviewer type—even when the study is live.

Proactively monitoring quota attainment is mission-critical to meeting your requirements and will give you unique insight about when to dial up efforts, create custom rules about dialing, or whether you need to increase your sample at the last minute. Having the monitoring processes and technology in place enables you to directly oversee data collection operations and dynamically adjust dialing rules to optimize the respondent recruitment process.



Once you've reached your desired quota for a select group, the platform can programmatically remove potential participants from the sample pool. Interviewing capacity will then be focused on other quota targets.

As you begin to more closely monitor the sample management process, you can choose to set up complex rules about how each number should be dialed in order to increase the likelihood that calls will be answered. Further, as your targeted markets may involve calling people at different times of the day, rules can be set to help with this function. Later in the project, as you approach the deadline, you may need to modify the rules in order to escalate the number of calls or add more sample on-the-fly if the requirements are not yet met.

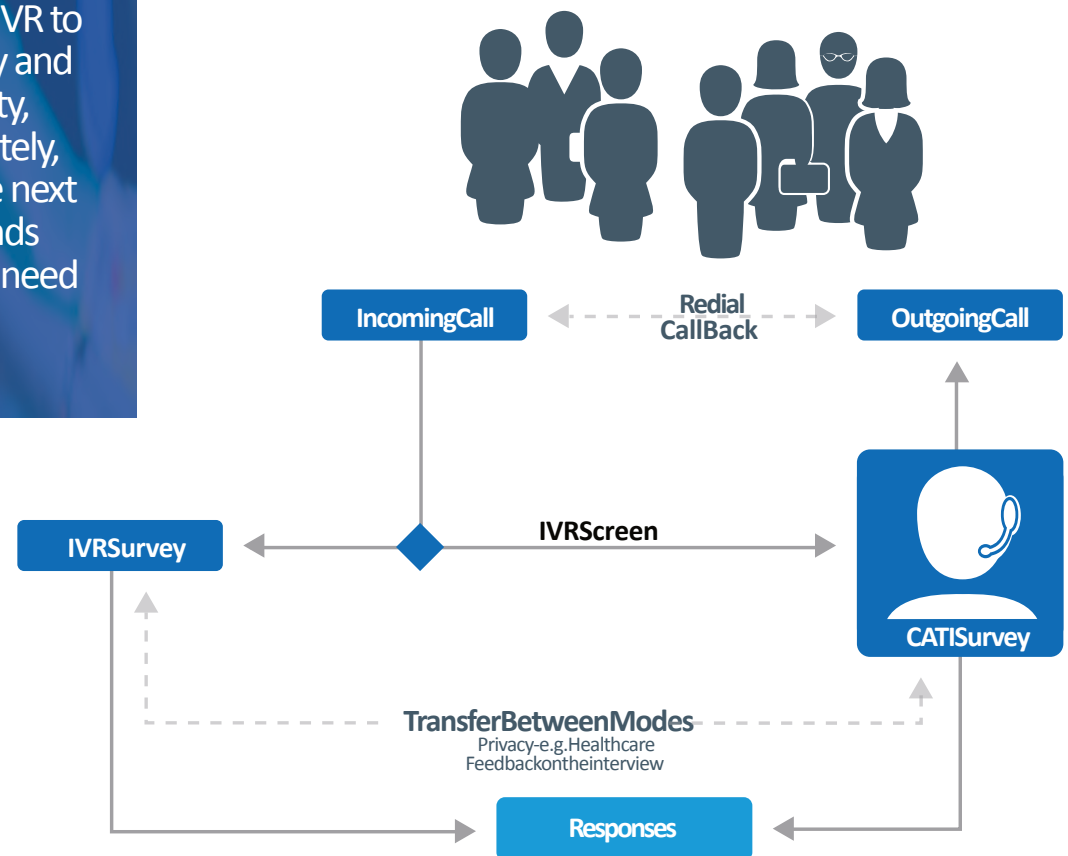
Callback Handling To Increase Conversion

Call centers are experiencing high volumes of callbacks from cell phones, and our research with customers indicates that in some studies up to 20 percent of calls handled by the call center could come from inbound returned calls. When this does happen, it's crucial for phone survey operations to be prepared to deal with these returned calls. For example, industry experts report that people contacted on cell phones are more than 10 times more likely to call back than from landlines, therefore immediately capturing and correctly routing these inbound calls is critical to both the respondent experience and to fill quotas.



Our Dialer, combined with the Platform, can automate the blending of inbound and outbound calls, using IVR to address the challenge of managing callbacks quickly and efficiently. With this advanced call blending capability, callbacks from respondents are answered immediately, the caller and study are identified and routed to the next available, appropriate interviewer. Automation blends inbound calls into outbound queues, removing the need for dedicated staff to field inbound calls.

When it comes to accelerating quota completes, capturing returned calls can have a huge impact. If your call center is normally able to capture half of those inbound calls because they weren't answered or routed quickly enough, particularly during peak survey times, consider how that could impact your phone survey center costs and productivity. When you have the right tools, accelerating quota completes can happen much more easily and efficiently.



Improving Interviewer Productivity

It is not just the platform that impacts your operational performance—call center staffing will too. Workflow design should take the interviewer into account. Call center operations succeed by optimizing staff productivity to achieve quota completes quickly and efficiently while minimizing turnover. For example, the longer the call, the more likely it could lead to “interviewer fatigue,” particularly if the respondent wants to discuss a complaint. The higher the turnover rate, the more costly it is for the phone survey organization to do training and get more interviewers up-to-speed—factors that can impact productivity.

Ensuring that your team has the tools they need to do their jobs, and managers have the tools to enable them to do those that are critical to improved efficiency and reduced abandonment rates. With a multi-mode survey, calls can be screened first using IVR, then transferring those calls to an interviewer, and then even back to web or IVR to follow up.

How the Platform Helps Improve Productivity

As the leading provider of phone survey automation solutions, we have developed the platform to provide a unified experience for sample management, survey execution, operational reporting, and client data preparation across a mix of data collection modes and heterogeneous vendor solutions. Our solution suite enables call centers to design workflows across whatever mix of data collection methodologies the study requires—live phone interviewers (CATI), automated phone surveys (IVR), and web, or any combination of the three.

We understand that as the owner or manager of a call center, you will be working towards several organizational objectives including improved efficiency and faster quota completes. Both of these contribute significantly to the bottom line and customer satisfaction, and when you have the tools from Enhouse Interactive they're easier to achieve than you might have thought. With the Platform, you can actively monitor quota attainment, target and manage the sample, and ensure that callbacks are handled smoothly. We ensure that you deliver on even the most complex requirements, including through using a multi-mode survey design. Don't wait any longer to deliver on your quotas—learn more about how we can help you today.



Discover our Platform!

Request a call today via MRC@enhouse.com

About Us

Enghouse Interactive (EI), a subsidiary of Enghouse Systems Limited (TSX: ENGH), is a leading global provider of contact center software, services, and video solutions, serving thousands of customers for over 35 years. Enghouse Interactive solutions enable customers to deliver winning customer experiences by transforming the contact center from a cost center into a powerful growth engine.

Enghouse Interactive's core values – Reliability and Choice – are key differentiators in the global marketplace. Reliability speaks to Enghouse Interactive's reputation for consistently honoring its commitments to its customers, staff, partners, and investors. Choice is reflected in the unparalleled breadth of its CX portfolio, which enables customers to choose from a wide array of solutions, whether deployed on-premise, in the cloud, or on a hybrid platform. By leveraging a broad range of technologies and capabilities based on open standards, Enghouse Interactive simplifies the advanced integrations customers require.

Respecting local regulatory requirements, and supporting any telephony technology, Enghouse Interactive ensures that its customers can be reached by their customers – anytime, anywhere, and via any channel.

Contact us to Learn More

With over 35 years of deep contact center expertise, our team of experts are ready to optimize a solution that's right for your contact center, today and tomorrow.

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