

OUTBOUND DIALLER



Contacting a large number of people requires careful planning and management. To do this efficiently and cost effectively you need the correct outbound dialler. Poor management of campaigns leads to inefficient use of staff. Poor dialling technology leads to silent calls, and frustrated potential customers. MX Digital's platform, ICE, has highly sophisticated pacing algorithms to ensure calls are placed appropriately for maximum use of resources.

Native and blended

ICE has a native outbound dialling capability for preview, progressing and full predictive dialling with sophisticated campaign management. Combined with full ACD inbound functionality in the same box; you have a complete contact centre package.

Dialling methods

Preview – agents are presented with a contact and click to place the call.

Progressive/Power – the system dials and filters busy, no answer, answering machines, etc. The system only calls when an agent becomes available.

Predictive – the system dials “ahead” to ensure agents are not waiting for contacts to be reached. The system will dial when all agents are busy calculating the probability of an agent becoming free.

Standalone or alongside your PBX

Unlike most dialling platforms, ICE requires no additional hardware and can operate completely standalone with ISDN or SIP trunks and telephones directly connected to it. If you already have a PBX platform, ICE can operate seamlessly with it and ICE can also add dialling technology to an existing contact centre. There is no need to ‘rip and replace’.

The screenshot shows the IceCampaign software interface. At the top, there is a toolbar with various icons. Below the toolbar, there is a 'Show Campaigns' button and a 'Returned Campaign' field. The main form contains the following fields:

Prospect Name	LM Lucas Media	Your Name	Diana Simpson
Telephone Number	315-568-9955	Dial Prefix	
Callback Time		Last Handling Agent ID	
Comments	Subfactory Service		
Address	555 Avenue Road		
Gender	Male	Waiting List Size	Full
Balance Owning	\$0.00	Undefined	
Account Name	media	Undefined	

Outbound Dialler

Ofcom compliance

Able to dial under Ofcom's dialling requirement to eliminate silent calls.

Multiple campaigns

MX Digital's ICE.Campaign Manager can create any number of campaigns. Multiple campaigns can be run simultaneously. Different combinations of agents and teams can be allocated to individual campaigns, maximising use of available resources

Low cost mobile calls

Most people now carry a mobile phone, so this is the best method of contacting customers, but typically it is cost prohibitive. MX Digital can reduce the cost of mobile calls by 50%.

Measure /manage

Using real-time reports, a supervisor is able to proactively manage agent productivity.

Combine dialling methods

Campaigns can be run using different methods depending on the requirement or strategy. Multiple campaigns can run at the same time with different methods.

Import data from any source

CSV, Excel, flat file – any data can be used. The Campaign Manager import tool allows data to be allocated to required fields with custom data also defined. Data is presented on a web page.

Examples of use:

- A debt recovery company can import contacts by client. Campaigns can have different skill requirements or running schedules. Statistics are available by campaign for the client.
- A loans company can contact a large list of prospects for cold calling.
- A recruitment company can call all customers on file to generate further business.
- An insurance company can telemarket for new business to current, past and new clients.
- An outsourcer can quickly setup a new campaign and make dynamic changes to improve productivity