

*WHY YOU SHOULD TAKE YOUR  
OUTBOUND CALL CENTER TO THE CLOUD*



## WHAT ARE THE BENEFITS OF THE OUTBOUND CALL CENTER IN THE CLOUD?

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At the forefront of advantages in choosing a hosted outbound call center solution is cost. Telecommunication technology has developed in such a way that the hosted solution is far more economical than the traditional on-premise method, reducing in some cases up to one-third of the normal application cost. You don't have to worry about hardware upgrades, software upgrades or licensing; it's all handled by the call center in the cloud. The overhead and maintenance needed to operate an outbound call center that can handle the volume of calls necessary to make your marketing or sales campaigns a success can be massively expensive and drain your IT staff resources. With a hosted solution, there are no time-consuming setup procedures. More than likely, you'll experience a one-time installation fee and monthly fees for services rendered.

A hosted solution is a smart choice for small- or medium-sized companies that have growth in their future because of the scalability a hosted solution can offer. Boosting the infrastructure of an on-premise call center for a growing company takes a lot of time and money, which stifles growth. Hosted solutions offer a pain free solution to a company on the rise that needs more power for its outbound call center needs. With a hosted solution, there is no "rip and replace" associated with infrastructure in an on-premise solution. You can pay as you grow with the hosted model, and enjoy multi-tenant, carrier-grade architecture.

Apart from lowering your capital investment, minimizing your operations costs, and taking away the hassles of software upgrades - going to a hosted solution allows companies to focus on their core strategies.

While security risks might have kept companies from going to a hosted solution in the past, the steps taken to keep your customer information and product data secure are extreme, so much so that some in the industry say that the hosted sites are more secure than the average on-premise solution because they tend to make security their number one priority. The best way to lose business is to compromise a company's data, and hosted outbound call centers know this. The tools provided in hosted solutions help reduce the human error factor and increase productivity of agents, which in turn means more profit for companies that choose this model.

## WHAT IS THE OUTBOUND CALL CENTER?

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Whether they are calls made for fund-raising purposes, standard telemarketing, or sales calls, an outbound call center is the one-stop shop to connecting companies to their constituents or customers. Some companies operate their own in-house outbound call center while others contract with professional call centers to handle their large volume of outbound calls. There are perks for on-premise and off-premise solutions, but an increasingly large number of companies are going virtual for their outbound call centers and choosing an SaaS, cloud-based service.

The outbound call center utilizes a variety of technology to provide the most efficient and effective service possible. Every campaign is different, so each is configured to affect the appropriate audience using the telecommunication technology that has become quite advanced and efficient. The campaign configurations can be filtered through the list loader, which will bring call center agents in touch with the audience with whom they need to connect. The outbound call center agents can then punch in the results of each call, which provides the valuable statistics that show how each campaign is going.

## WHAT IS A PREDICTIVE DIALER / HOSTED PREDICTIVE DIALER?

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Having a productive call center staff usually amounts to a successful marketing or sales campaign. Part of what makes them productive is technological advances like the predictive dialer. Sometimes referred to as a predictive dialing engine, this computer assisted method uses proprietary dialing code and a detection mechanism to make sure the staff is always on the job and not falling victim to distraction. Best yet is that the predictive dialer can support hundreds, even thousands of staffers in the outbound call center.

Similarly, a hosted predictive dialer allows the user to set the parameters of use specific to each campaign. For instance, Connect First's system takes leads in real time and plugs it into the hosted predictive dialer that provides extremely efficient outbound call services. The service is easy to use with training usually taking only a few minutes. Some data suggests that using predictive dialing can boost contacts by as much as 300 percent. Another perk to using the hosted predictive dialer is in its cost savings. Some on-premise devices cost upward of \$100,000, far more than what companies pay for hosted outbound call center services.

## WHAT IS PREVIEW?

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Just as a productive outbound call center agent increases the effectiveness of a campaign, so too can a well-informed agent. Using preview technology, agents have the luxury of knowing specific data about their contacts before talking to them. Before they make the outbound call, they can skim over the customer's history and get a better idea of whom they are dealing with. This technology also gives the agent the option to skip to another customer if the data that comes up on their screen isn't something they feel they can effectively communicate to. The customer's information will remain in the system and will be screened by a different agent. Not only can agents pass on a certain customer, they can also use the preview dialer to place the call at a specific time. The preview option also comes with a timer that gives management an idea of how long agents are taking to preview their contacts.

## WHAT ARE THE FEATURES OF THE OUTBOUND CALL CENTER SOLUTION?

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Making outbound calls is getting more technical with stricter regulations and Do Not Call lists that expand everyday. It's important that outbound call centers feature tools to keep you in compliance. With a contact list free and clean, the outbound call center should have automatic dialing technology that increases the productivity of agents working your campaign. They should have access to call scripting that keeps their message consistent and effective, and a preview dialer that automatically calls contacts when the agent is available. An advanced outbound call center will not employ cold-call tactics, the center should have a strong lead list and data on the individuals that help maximize the return on investment with higher conversion rates.

Likewise, agents should be equipped with the knowledge and tools they need to out maneuver companies still using predictive dialers. Outbound call center features should include CRM (customer relationship management) integration, list management, campaign reporting tools, screen pop providing agents with the information in a timely fashion, and routing tools that get the right agent to the right contact. Outbound call centers will provide quality monitoring that gives management the ability to monitor many aspects of an agent's performance, from their ability to stick to a script, to the time they spend on each call. This is also an excellent tool in achieving customer service levels that aren't attainable through solutions that don't offer this type of monitoring.

## CONNECT FIRST OUTBOUND FEATURES

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If a company is utilizing outbound call center services, they'll likely invested time and money in customer relationship management (CRM). Going with Connect First, your CRM can be easily integrated. Whether it's proprietary or not, Connect First works with companies to make sure their CRM is working to its full potential to connect you with your customer base. Utilize Connect First's flexible list loading in whatever format best suits your needs, be it Excel, CSV, TAB or others. Connect First's intuitive interface allows you to dynamically map your columns. While you can manage your current contacts with Connect First, you can also utilize the solution's click to talk/click to queue feature, which converts Web leads to contacts, fast and efficiently.

Custom scripting gives call center agents an excellent guide in selling your product using the most appropriate script for that target market. You can also integrate your current scripting engine into Connect First's solution.

Staying compliant with the Federal Do Not Call list is easy with Connect First – simply provide your FTC SAN or Org ID and your contact list will be thoroughly checked against the DNC list. Your list of contacts that aren't on the DNC list are considered "clean" and will be added to your safe list for your campaign.

Automated time zone support allows your contact list to be configured by time zone, which allows you to set rules for which time zones to call when. The custom scheduling feature also allows you to configure the open/close times on a per queue basis. This efficiency is extended into the answering machine detection feature, which can be enabled or disabled per campaign. When interaction with the contact is imperative, the call can be discontinued when the call is met with an answering machine or voicemail service. However, in some campaigns, such as public service announcements or political campaigns where leaving a message is appropriate, the service can be turned off. Along these same lines, call progress detections can be utilized to filter out calls that go to a busy signal, no answer, machine, or fax machine.

Some companies require their data in real-time. Connect First's solution can stream data through SOAP interface with its real-time SOAP/Web service data transfer feature.

Recognizing that monitoring data and calls is important for reliable customer service, Connect First offers custom caller ID and call recording services.

Finally, the dynamic end-call disposition feature offered by Connect First allows you to configure dispositions and assign action items, which can include adding a contact to the DNC list, finalize leads or re-queue a contact back into the rotation.

## SUMMARY

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Connect First's call center solution is considered leading edge in the field of telecommunications. Because of its continuing reliability that exceeds industry standards, Connect First's outbound call center can guarantee optimal uptime performance. Customers say in reviews that building a relationship with Connect First is akin to becoming an extension of themselves. Fluctuations in markets no longer require extensive planning for companies that have gone from on-premise outbound call centers to the call center in the cloud offering comprehensive service. Some have reported efficiencies of up to 20 times that of solutions used prior to Connect First.

The technology employed by Connect First takes your leads through a dynamic loader and produce positive outcomes by reducing delays and inefficiencies associated with lesser technologies. Not only are there fewer delays, but also thorough filtering out of answering machines and fax machines, to ensure agents spend their time developing leads and closing deals. And the statistical data gathered through the tools offered with Connect First give you as much or more control over your outbound call center in the cloud that you would have with an on-premise solution. Furthermore, Connect First's team of engineers can help you design the most efficient IVR solution that can get you where your business needs to be at a cost you can afford.

## ABOUT CONNECT FIRST

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Connect First is an award-winning SaaS telecommunications and cloud contact center software provider that focuses on customer satisfaction and elegant hosted solutions. Connect First offers a robust platform, designed and supported by a team of highly experienced engineers, designers and business analysts, and backed with personalized in-house customer care. Solutions include Cloud Routing, Inbound ACD, Outbound Dialing, Call Tracking, Interactive Voice Response (IVR), Voice Broadcast, Disaster Recovery, Predictive Dialer, Real-Time Telemetry, CDR Reporting, Live Agent Chat and more. Through a consultative approach with each customer interaction, Connect First builds customized solutions to meet the needs of a discerning customer base