Live Transfer Leads for Call Centers or SOHO's

With Dialtel, creating Live Transfer Leads is easier than ever. Within 30 minutes of registering an account on Greendialer, you could be generating Live Transfers.

Just like with most other service providers, you will need to provide the following to get started:

- Database
- Audio Files
- Caller ID

But if you do not have any of these then we can help you on all phases. For instance, we could build a business or consumer list for you based on your criteria. We can record a message for you to broadcast. We can even provide you with a Caller ID that displays Caller Name information above the phone number.

The only thing you need to worry about is closing sales! We can assist you with everything else except answering your phone calls.

HOW TO CONSISTENTLY HIT YOUR MARKS

You will want to incorporate a Continual Improvement Process in order to achieve your goals. For Live Transfers this means that you will want to constantly analyze your metrics and internal processes to see where you can improve your numbers.

Dialtel gives you some resources to take a little bit of the pain out of this ongoing commitment. We offer Free Call Recording so that you can analyze the performance of your agents. That is where the battle is fought.

We also give you performance metrics such as ASR, ALOC, Transfer Ratio, etc.

ASR (Answer Seizure Ratio):	37 %
ALOC (Average Length of Call):	28 seconds
Answered Calls per 100 Success Calls:	97.73
Average Length of Answered Calls:	27 seconds
Transfers per 100 Success Calls:	2.69
Average Length of Transfers:	41 seconds

Using these metrics you can find out what campaigns are performing well and which ones are not.

HOW TO PROPERLY MAKE COMPARISONS

When you use a Voice Broadcasting system, you want to make sure you are trying different strategies throughout multiple campaigns.

This means trying different types of data, playing different types of messages, and calling at different times of the day.

This allows you to measure performance based on the metrics you get with these different variables. If you spend enough time in R&D, you will start to see what works and what doesn't.

Even two companies selling the same product or service can have different tactics based on the niche each has in his or her respective industry. So you need to find exactly what works for your company. There is no easy way around this and you must do it to be successful.
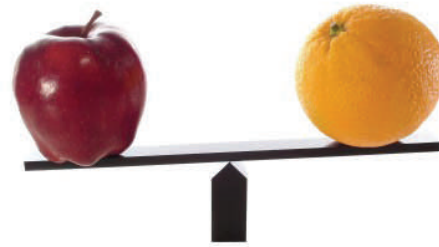
HOW TO IDENTIFY PROBLEMS AND SOLVE THEM

With Live Transfers most of the problem solving will take place by listening to the audio of the recorded calls.

There is not any one area more important than the conversation that takes place between the agent and the potential customer.

The most important component of a Live Transfer campaign is to have solid agents handling the calls. Of course you want to make sure your metrics are good and that you are calling the appropriate people that are qualified to do business with your company. However, the conversation is where the battle is lost or won.

If you are having problems with getting transfers to come in then you want to look at two things. The outgoing message and the data you are calling.

Start with the outgoing message. That is usually the reason for a low response ratio. You want to make sure your message is short and powerful. 20 seconds is a good length for an outgoing message and the first 5-10 seconds is where you want to captivate them so they listen to the rest of the message.

If that does not help then consider the data you are calling. If you are trying to sell security systems and you are calling renters then that is your problem right there.

The answer is usually right in front of your face! You just have to find it.

HOW TO AVOID COMMON PITFALLS

Even if you are doing things correctly, you want to make sure that you are careful not to make any big mistakes.

Imagine running 30,000 numbers overnight because of a scheduling mistake. How about running with the wrong message or a low quality message?

It can happen if you are not careful. That is why we provide a test call feature that allows you to send yourself a phone call to test out your messages and the interactions that take place in your call flow.

Make sure when you press 1 on your phone that the call actually does transfer to your phone. Verify that you have the correct wave file loaded and that it sounds good on the call. Double check your schedule and make sure you have loaded the correct times for your campaign to run.

Our system is easy to use but there are many variables and you want to make sure you are doing things correctly. Do not be afraid to send us an email or call us to verify your settings are correct. We would rather spend time with you to prevent mistakes than to lose you as a customer because you made a big mistake that upset you.

CONCLUSION

You may get very excited in the beginning at the possibilities of making money with Voice Broadcasting. Try your best to stay realistic. The truth is that it is hard work if you want to succeed with it.

You have to be willing to take the time to analyze your processes and continually improve them. When you find out what works well with your business then you can expand upon it. Think out of the box and be creative with your messages. Ask yourself what it would take to make you press 1 on the phone call.

If you are willing to put in hard work then you can expect to receive strong results.