

What next for diallers?

A workshop

Ken Reid

Director

Rostrvm Solutions

ken.reid@rostrvm.com

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The death knell for Answer Machine Detect?

- ▶ **Let's look at a typical example**

- ▶ **The assumptions**

- ▶ your dialler campaign has a shelf life; that is you are trying to reach a customer on a specific day for a specific reason
- ▶ On average it takes 3 attempts to make contact

The death knell for Answer Machine Detect?

	Agent Time Overhead - Predictive dialling <u>with</u> Answer Machine Detect	Agent Time Overhead - Predictive dialling <u>without</u> Answer Machine Detect
Call attempt 1 : 10:00 am – reach Answer Machine		
Call attempt 2 : 02:00 pm – Answer Machine again		
Call attempt 3 : 06:00 pm – make contact		
Total Agent Time Overhead	30 seconds	10 seconds

What do we need to do?

- ▶ **Avoid answer machines**
- ▶ **Focus on live contact**
- ▶ **Look at non-live contact**
- ▶ **Call at the best time**

About Rostrvm Solutions

- ▶ **British software company**
- ▶ **Call Centre & Outbound Contact Management**
- ▶ **Established 1986**

We design, develop and support the rostrvm suite of applications that make call centres work effectively and efficiently

- ▶ **Patented technologies**
- ▶ **25% of turnover invested in R & D**
- ▶ **ISO 9001:2008 accredited**

We have a strong culture of innovation with 25% of our turnover re-invested in Research & Development each year

- ▶ **We are call centre experts**
- ▶ **We are truly vendor independent**
- ▶ **Focussed on the needs of our customers**

True independence is increasingly
80% of all product
enhancements are
customer led

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Right time to call

- ▶ **rostrvm is “right time” ready and has been since 2005**
- ▶ **Each record that is added to the rostrvm dialler has fields that define the preferred time [right time] for the customer to receive a call**
- ▶ **But in reality this feature is rarely used.....**

Client consultation

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Response has been mixed with little clear definition of HOW to identify best time to call.

We admit that this workshop is a shameless attempt to extract ideas from the industry!

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When is the best time to call?

What do you think?

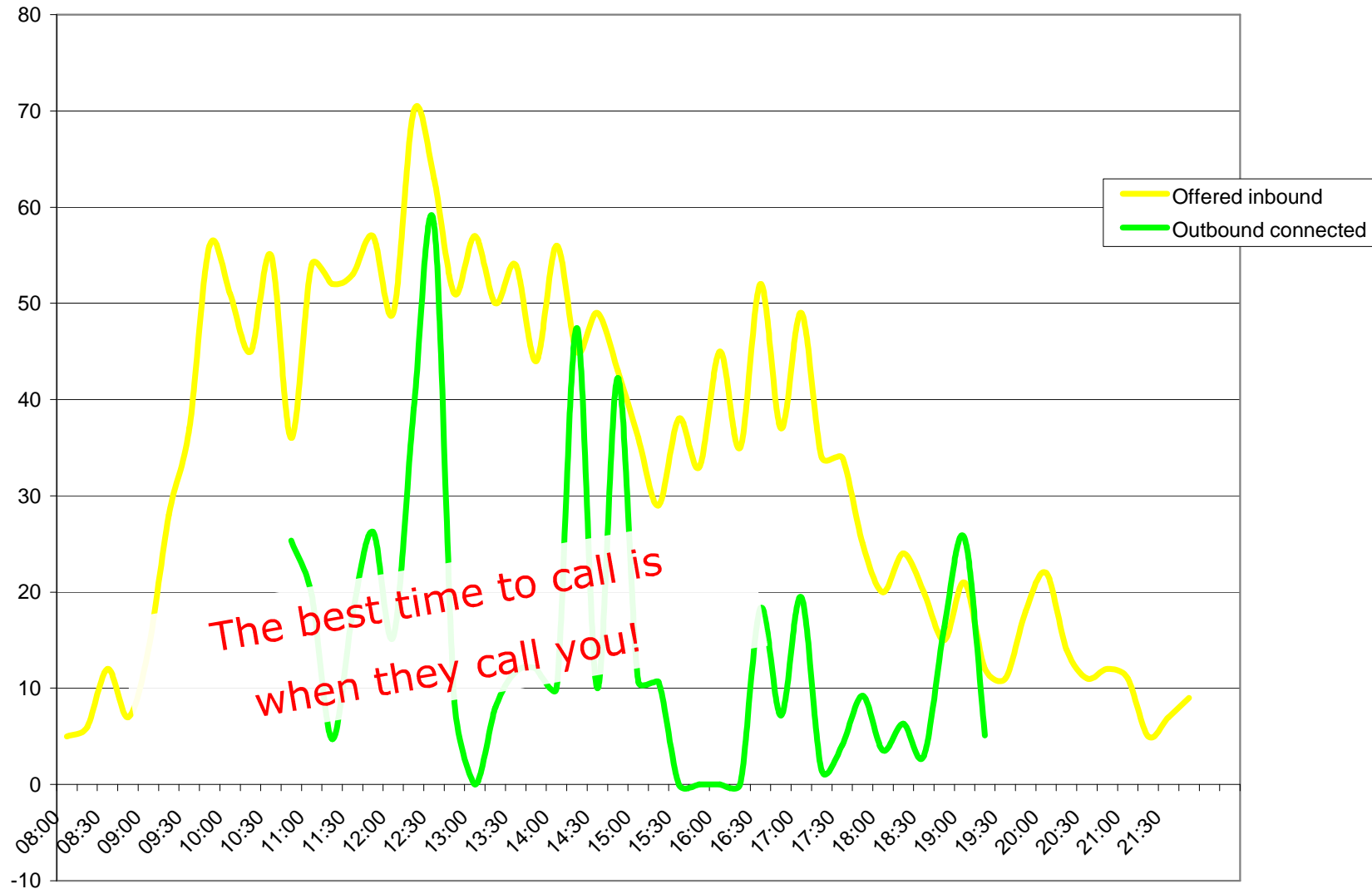
What does it depend upon?

**For this exercise assume that we are
calling existing customers**

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What we think



But what if you don't have any history?

- ▶ **Cliche thinking works!**
- ▶ **Call the over 50s when Countdown is on**
- ▶ **Don't call males on mobiles during the day**
- ▶ **Call London postcodes later in the evening**
- ▶ **What do you think?.....**

The challenges

- ▶ **Matching resource to demand – even though it's a deferred demand**
- ▶ **Statistical convergence – demand clumping**
- ▶ **Avoiding the self-fulfilling prophecy**

What next for diallers?

Thanks for contributing

Ken Reid

Director

Rostrvm Solutions

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