



National Association of Call Centers

In Queue

The fun, informative, and unique newsletter for the call center industry

Welcome to the April 2017 issue of the NACC In Queue newsletter!



Rev Up Your Outbound Marketing Dialing Strategies

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Outbound Marketing is a performance driven channel and everyone is working to pull the right levers to maximize results. Think of it like a NASCAR race, just like there are hundreds of cars vying for the winning position there are hundreds of Outsourced Telemarketing firms looking to produce the highest results. So, if everyone has a car with an engine and every Outsourced Telemarketing firm can make outbound phone calls then what separates the competition? It's management, technology, dialing strategies and the levers each team pulls to maximize results.. Let's take a look at some dialing strategies that will help your organization rev up your outbound marketing engine.

Predictive vs Preview vs Manual

Think of these three dialing options as engines in a vehicle. Manual dialing can be compared to a standard 4 – cylinder engine. Typically you will find these type of motors in an economy vehicle that doesn't need much power and they are designed for extremely great gas mileage. They won't get you from 0 to 60 very fast however if you're a commuter then this might be exactly what you are looking for. Manual dialing is the same way. The efficiency of dialing manually is much lower than preview or predictive dialing however it certainly has a place in the outbound marketing industry. If you are running an outsourced telemarketing campaign and wireless numbers make up a good chunk of your records then it's not about how fast you get there but that you are effectively able to reach all of your customer base to improve results. Plus, remember that dialing wireless or VoIP phone numbers requires manual dialing to ensure compliance with the TCPA. Next up is the V-6 of the outbound marketing dialing strategy or as most of us know it "Preview" mode. Preview dialing is a more aggressive method that allows you to reach your customers faster than a manual option while still giving you the passing power you need to get in front of that Ford "Prius" and beat the yellow light. Preview dialing is highly effective on outsourced telemarketing campaigns that require account review before calling. This method of dialing allows you to set parameters and "Preview" accounts before the record is called by the dialer. Be careful with this as you don't want your staff sitting for too long when it is not necessary. Gauge the necessary preview time to maximize your dials and results. Most outbound dialing systems allow you to set a maximum preview time and then force the dial after the maximum preview time has expired on a call by call basis. This allows you to pace the calls and maximize productivity.

Lastly let's talk the Hemi V-8 of dialing or better known as Predictive. If you have the staff, and the records necessary to properly run this dialing strategy then strap in, put the pedal down and be ready to smoke the doors off the competition. This outbound dialing method uses predictive algorithms to predict when an

outbound call agent is going to be available. Predictive dialing will significantly increase dials per hour, resulting in higher contacts per hour which in turn will increase the sales per hour that you derive from your outbound marketing.

The key is to know when to use each method. Not every situation requires a car that will go 500 miles on a tank of gas, nor does every situation require a sports car that will do 0 to 60 in 2.1 seconds. It all depends on what you are trying to accomplish and the situation that you are in. Know what your campaign objectives are and you will be able to utilize the correct Outbound Marketing dialing strategy.

Max Attempts

Max attempts are the number of attempts you are willing to make on a record before you give up on calling it. I'm usually an advocate of not giving up however there are times when we all must throw in the towel for the better. Take for instance, Greg Sacks, a previous NASCAR driver who had one of the worst records of all time. Sacks raced a total of 263 times in his career so he no doubt had a passion for persistence. The problem is that out of those 263 races he only won one time. The point here is that you need to set a good max attempt so you don't continue to call on an account that is nearly impossible to reach, wasting valuable telemarketing hours in the process. I have heard a lot on what this magic number should be on outbound marketing campaigns and they range anywhere from 3 attempts to 12+. One of the hardest things to do on most programs is get a hold of

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Pearls Of Wisdom

"I always prefer to believe the best of everybody, it saves so much trouble."
~ Rudyard Kipling

Reports From NACC

The NACC has been burning the midnight oil and typing until our fingers are sore to bring out reports to our members. Each is listed below. If you are interested to see what we are writing about, click on the links below and download the executive summary of each. If you like what you see, join the NACC so that you can view these reports and others that will be coming out soon on our website. These reports will ensure that you know the latest trends in the industry.

[NICE Introduces Nexidig Analytics: Omni-Channel Analytics For The Contact](#)

- Center: [Januarv 2017](#)
- [Text Analytics Market Update: April 2016](#)
- [Kodak Alaris Launches AI Foundry To Deliver Artificial Intelligence-Based Solutions For The Contact Center: November 2015](#)
- [HireIQ Candidate Optimizer Disrupts The Status Quo. Powers Revolution In Customer Service Human Capital Management: May 2015](#)
- [Verint Jumps Into The Gamification Game: April 2015](#)
- [Research Update - Strong 4th Quarter Tops Year Of Growth For The 2014 U.S. Contact Center Industry](#)

the decision maker and that's why this decision is difficult. People don't want to give up too early. My recommendation has always been to start your max attempts on 6 or 8. Watch this for a while, look at your average number of attempts to contact and then adjust as necessary.

Attempt dialing priorities

Now that you have set an outbound dialing maximum attempt rule on your records it's important to strategize on how you will call through your list. In my professional opinion I would recommend setting your system to call these records in order of least attempts to most attempts on the record. The only exception to this rule is that specific time-bound callbacks take priority over the previous rule. The major gain here is that you will call your most important records (callbacks) when you promised and that you will not end up with a large pool of records that haven't been dialed because you spent too much time on higher attempt records. This outbound marketing dialing parameter is one that has worked wonders for me over the years.

Time of Day

Driving a race car in the snow and ice is sure to end in disaster. Knowing when to dial in an outbound marketing program whether that be time of day or day of the week is just as important so your results don't end up in the ditch. I know this seems like a no brainer, however, it can really make a difference. Take for instance, a business to business outbound marketing campaign. Many organizations choose to dial these programs Monday through Friday from 8 to 5 Local time. While that would seem to make the most sense; I have seen in a lot of circumstances where it is better to increase your hours on Monday through Thursday in order to run a short shift on Friday. Friday afternoons in my experience are typically the worst days to reach contacts and even if you do get someone on the phone they are so focused on their weekend that they have no attention for your outbound marketing call. For those number crunchers out there, pull a report that shows your contacts by hour by day. Use several months of data on this if you can and use that data to select the most appropriate times for your outsourced telemarketing team to be calling.

Outbound marketing requires shifting gears quickly and your reward for doing so will be results that propel your program to all new speeds. Try using these strategies to bring in the checkered flag for your organization

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Get To Know Contact Center Nation

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We are a nation of Contact Centers. We are the brand of the company every day on the front lines. Our mission is to deliver the ultimate customer service experience. We solve complex problems, offer assistance and aim for first call resolution.

Contact Center Nation is a community dedicated to addressing the professional needs of Call Centers, Workforce Management and Back Office Operations. We deliver a wide range of resources including events, executive level learning, networking, job opportunities and valuable industry connections exclusively for a niche audience.

We are devoted to bringing robust content, the latest technology and industry peers together. The opportunities, connections and education are designed to provide a fantastic experience for attendees. The programming has a focus on optimizing your Call Center, Workforce & Back Office to increase productivity, streamline operations and improve employee and customer experience.

Contact Center Nation hosts a series of one day regional events across the country. These events have been designed to limit time and travel away from home and office. We have events in the works for the following regions – Mid-Atlantic (Northern Virginia / Metro DC), Southwest (Phoenix), Midwest (Chicago) and Southeast (Ft. Lauderdale / Miami).

The events hosted to date have been incredibly well received. We featured dynamic speakers and content including the white-hot topic of Millennials, Building a Corporate Culture from the Inside Out, Attracting & Retaining Top Talent, Lean Customer Service, Improving Process, Productivity & Profitability just to name a few. We pride ourselves in delivering relevant and timely topics from world-class brands. The attendees are from diverse industries including healthcare, banking, financial services, retail, insurance, utilities, retail and technology. We offer them the opportunity to learn the latest in industry trends but we also offer them the chance to learn from their peers. This feature has been one of the most anticipated parts of the day. The attendees get the chance to learn and share from one another in a comfortable environment. Many of the issues at hand translate across industry and offer them the chance to truly engage and learn on a one to one level.

We currently have speaking and sponsorship opportunities available. We are also in the process of recruiting regional Steering Committee Members. If you would like additional details, please contact Valeria McSorley at contactcenteration@gmail.com and visit www.contactcenteration.com.



Millennial Workforce? Don't Panic!

[Contact Center Industry Employment: March 2015](#)
[- Geo-Fencing: Expanding The Contact Center Boundaries?: November 2014](#)
[- Neural Phonetic Speech Analytics: The Brains behind Nexidia Interactions Analytics 11.0: July 2014](#)
[- Nexidia Pushes Speech Analytics Envelope with Nexidia Interaction Analytics 11.0: July 2014](#)
[- The Time is Now: Workforce Optimization Becomes Reality for the Small-to-Medium-Sized Contact Center: July 2013](#)
[- Finding the Silver Lining in the Contact Center Cloud: May 2013](#)
[- The At-Home Agent Movement - A Benchmark Quantitative Analysis: January 2013](#)
[- State of the Call Center Industry Report: 2nd Quarter 2012 Data](#)
[- State of the Call Center Industry Report: 1st Quarter 2012 Data](#)
[- Contact Center Mobility Study: May 2012](#)
[- State of the Call Center Industry Report: 4th Quarter 2011 Data](#)
[- State of the Call Center Industry Report: 3rd Quarter 2011 Data](#)
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[- North American Contact Center Industry 2008-2009: The Year in Review and a Look Ahead](#)
[- State of the Call Center Industry Report: 4th Quarter 2008 Data](#)

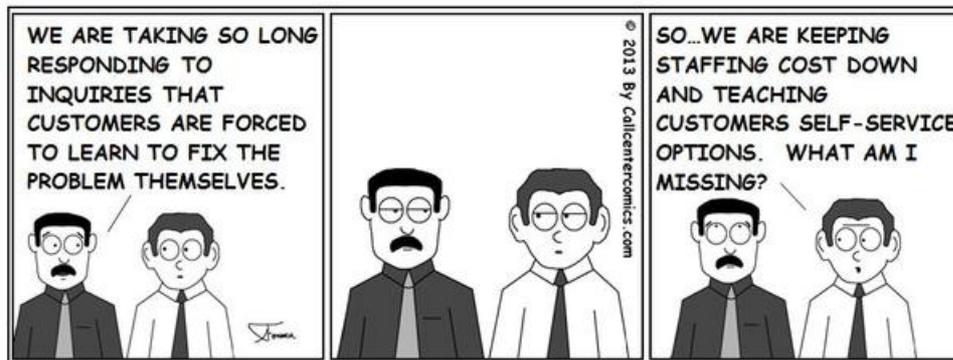
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Millennials, roughly defined as individuals born between 1980 and 2000, now comprise more than 50 percent of the U.S. workforce and that number will certainly grow in the future. This new generation of workers are also making their presence known in the contact center industry as both employees and customers, and in the workplace they're bringing with them a different set of career requirements and expectations. This is, after all, the generation that has never had to live without technology!

I recently recorded a podcast with Verint's Kelly Koellicker to discuss the management strategies and tools available to best address the unique capabilities of this new generation of contact center agents and managers. The podcast can be found [here](#). If you manage millennial workers in your contact center, or expect that you ever will, this will be one of the best 12 minutes you've ever spent!



Call Center Comics



If you like this comic and would like to see more, write Ozzie at callcentercomics@yahoo.com and visit his website at <http://callcentercomics.com> or just click on the comic to take you to his page. The NACC appreciates Ozzie letting us use some of his comics in our newsletter.

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