Building Dialer Campaigns

<u>Dialer Campaigns - The Golden</u> <u>Rules</u>

- Run Campaigns with Lots of Agents
- Run Campaigns with Lots of accounts
- Run Campaigns at Different times of the Day

Campaign Size

- The more agents the better
- 20+ agents is good
- For 6 or less agents, run power dialing
- Add virtual agents to improve performance on campaigns with few agents or many bad numbers

Campaign Size

- The more accounts the better
- 200+ accounts per agent is good
- Smaller campaigns finish too quickly and agents are idle (they spend all day logging into and out of campaigns)

Run Campaigns at Different Times

- Calling home numbers between 8am and noon every weekday will return the same results
- Run campaigns at different times of the day
- Run campaigns on different days of the week
- Call different numbers (home, work,

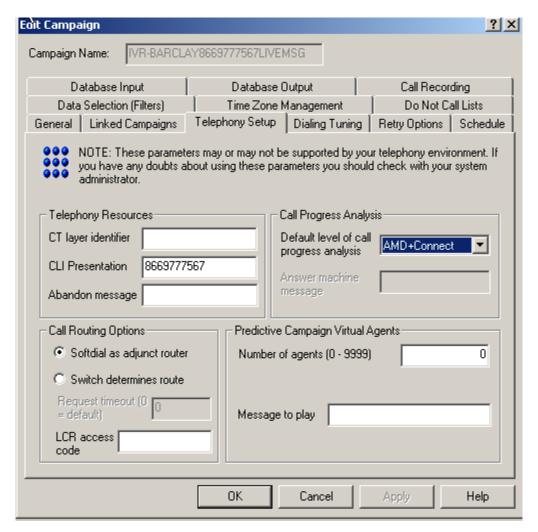
Dialer Tuning

- Call Progress Analysis
- Ring Time
- AMD
- Abandon Rate
- Retries

Call Progress Analysis

- Native
- SIT/Tone
- AMD/SIT/Tone
- AMD+Message
- AMD+Connect
- List Cleaning

Campaign Set-Up



Campaign Set-Up

Edit Campaign				? ×
Campaign Name: IVR-BARCLA	\Y8669777567LIVE	MSG		
Database Input	Database (Dutput	Call Recor	ding
Data Selection (Filters)	Time Zone I	Management	Do Not C	all Lists
General Linked Campaigns	Telephony Setup	Dialing Tuning	Retry Options	Schedule
NOTE: There is no nee will automatically adjust These parameters are s advice from your supplie Overdial Parameters Target abandon rate (1 - 5%	the dialing rate. set to reasonable def er or in order to comp	aults that should o	nly be changed u	
Abandon delay (0 - 2s) Ring timeout (15-59s)	<u> </u>	1 30		
Outbound skills-based routing				— l
No Skills-based routing Queue address for this lis Queue address from Colu		Queue LFO is At LFO Abandon ou		
	OK	Cancel	Apply	Help

Call Progress Analysis Native

Will pass all results except no answers and busies to the agent. This should be used on campaigns where you want all results passed to agents, including sit tone. This would be used if you want to have sit tones given to agents so they can verify and remove the phone number, or record a changed number on the account.

Call Progress Analysis SIT/Tone

 Will pass all results except no answers, busy, and other sit tones to the agent. This should be used when you only want live connects and answering machine results to be passed to the agent.

Call Progress Analysis AMD/SIT/Tone

 Will pass all results except no answers, busies, sit tones, and answering machines to the agent. This should be used when you have larger campaigns where you want live connect results only. You will hang up on answering machines with this setting and the files will be eligible to be dialed again later on in the day.

Call Progress Analysis AMD+Message

 Will pass all results except no answers, busies and sit tones to the agent. Answering machines will get a prerecorded message played. This should be used only on Canadian business campaigns due to regulation in the US. This should be used on larger campaigns where you would not want to run the files again later on in the day.

Call Progress Analysis AMD+Connect

 Will pass all results except no answers, busies and sit tones to the agent. Answering machines will be passed to agent (either real or virtual) once the greeting has completed. This should be used only for IVR campaigns. Putting this on a campaign with agents will cause them to get calls with apparent 'dead air' but the consumer's AMD will be recording!

Call Progress Analysis List Cleaning

 These calls are made with only a few seconds of line detection and calls then terminated. This is used only to check if a campaign of numbers is in service or is disconnected. The results provided back will indicate a valid or invalid phone number.

The Five Benefits of Low Ring Times

- 1. If no-one answers, the call is treated as a 'no answer' and can be dialed again later in the day.
- 2. Each call attempt will take only 20 seconds (down from 25 or 40), reducing the wait time for collectors between calls.
- 3. If no-one answers, there is no 'connect', and therefore no cost for the call.
- 4. If there is no 'connect', the dialer's 'connect rate' will decline and the dialer will increase its pacing rate. It will finish much faster with minimal loss of RPCs.
- 5. The lower the ring time, the less time a PSTN line is in use, reducing the total requirement for

The Drawbacks of AMD

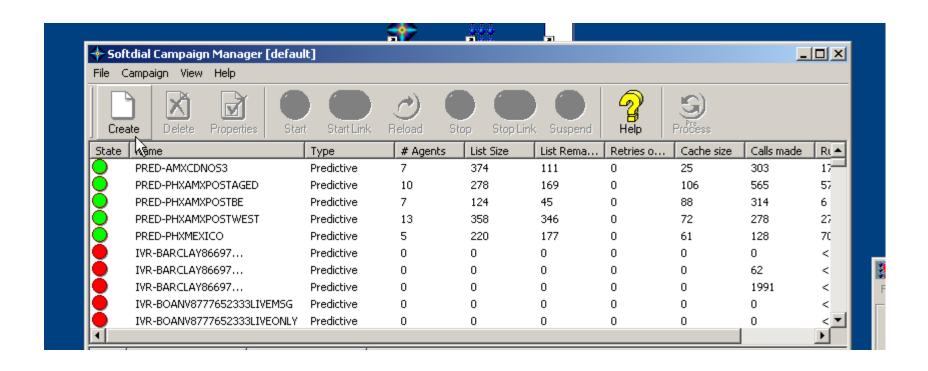
- The delay in connecting to an agent.
- Accounts are worked and you lose the opportunity to get a live connect.
- Do not use AMD on POE campaigns: the risk of third party disclosure is too high!

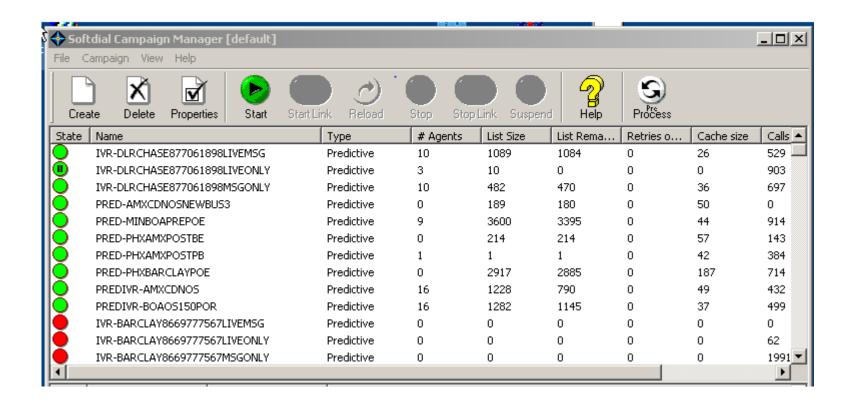
Abandon Rate

- Depends on your 'contact' rate
- Err on the high side for low wait times

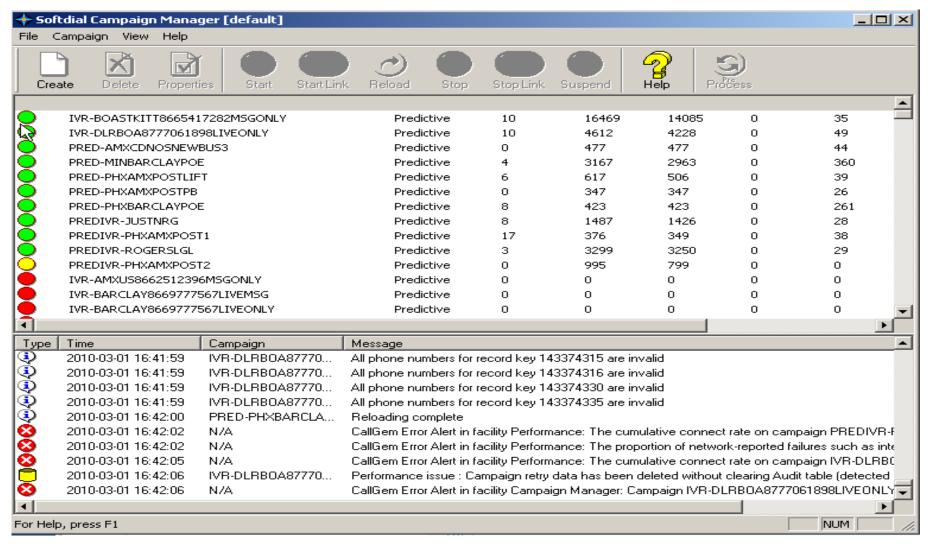
Retries

- The different types of retry
- Using with multiple number campaigns
- The drawbacks



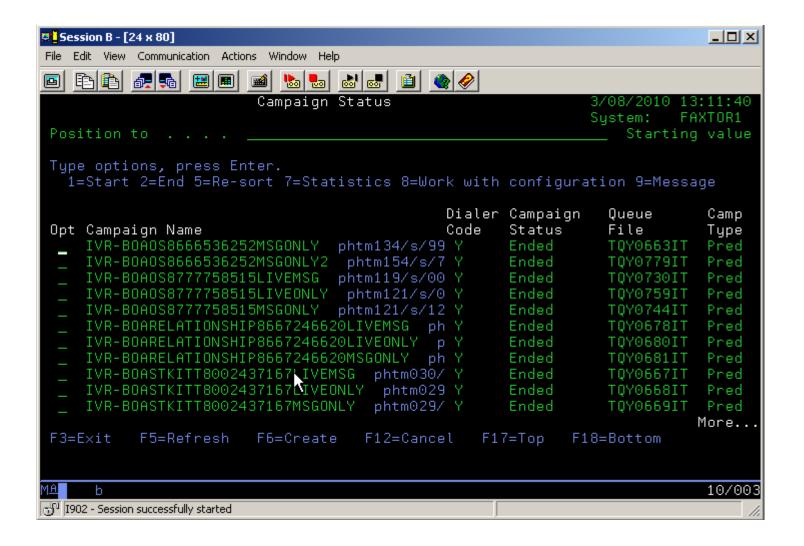


tate	Name	Туре	# Agents	List Size	List Rema	Retries o	Cache size	Calls made	Runout Estimate
)	IVR-BOAOS8666536204MSGONLY	Predictive	10	1883	0	0	12	2049	< 5 Minutes
	IVR-BOAOS8666536252LIVEMSG	Predictive	1	2901	2651	0	43	134	2 Hours
)	IVR-BOAOS8777758515MSGONLY	Predictive	10	1402	1397	0	43	437	2 Hours
)	IVR-DLRBOA8777061898LIVEONLY	Predictive	10	3816	3757	0	44	1790	5 Hours
)	IVR-DLRCHASE877061898LIVEMSG	Predictive	10	1336	630	0	42	988	90 Minutes
)	IVR-KING8883099598M5GONLY	Predictive	10	106	98	0	30	679	6 Minutes
	PRED-AMXCDNOS1	Predictive	7	350	209	0	35	168	3 Hours
)	PRED-AMXCDNOSNEWBUS3	Predictive	0	267	265	0	50	0	3 Hours
)	PRED-BOAOS90POR	Predictive	12	1370	1284	0	49	203	2 Hours
)	PRED-CHASESELECTALL	Predictive	3	11	5	0	32	79	< 5 Minutes
)	PRED-CHASESELECTPOR1	Predictive	3	154	154	0	40	85	2 Hours
)	PRED-CHASESELECTPOR2	Predictive	4	35	32	0	42	109	34 Minutes
)	PRED-GBRBOAPRELEGALPOE	Predictive	0	1530	1530	0	30	97	2 Days
)	PRED-GBRBOAPREPRIMEPOE1	Predictive	13	2272	2250	0	27	1092	7 Hours
)	PRED-MINBARCLAYPOE	Predictive	3	1750	1750	0	216	530	10 Hours
)	PRED-MINBOAPREPOE	Predictive	19	724	539	0	29	1684	49 Minutes
)	PRED-PHXAMXPOSTAGED	Predictive	10	604	545	0	112	337	80 Minutes
	PRED-PHXAMXPOSTBE	Predictive	4	71	22	0	73	377	16 Minutes
)	PRED-PHXAMXPOSTWEST	Predictive	13	496	456	0	58	292	38 Minutes
)	PRED-PHXBARCLAYPOE	Predictive	5	4793	4775	0	277	18	1 Days
)	PRED-PHXMEXICO	Predictive	4	0	0	0	50	167	< 5 Minutes

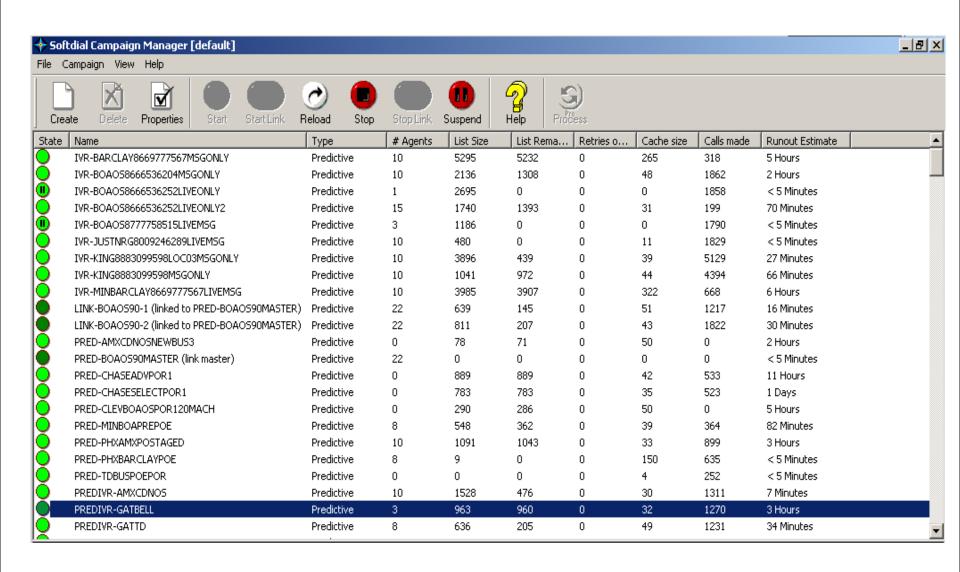


State	Name	Туре	# Agents					_
	IVR-BOASTKITT8665417282MSGONLY	Predictive	10	16381	14027	0	49	
	IVR-DLRBOA8777061898LIVEONLY	Predictive	10	4612	4064	0	39	
	PRED-AMXCDNOSNEWBUS3	Predictive	0	477	477	0	44	
	PRED-MINBARCLAYPOE	Predictive	3	3167	2942	0	339	
	PRED-PHXAMXPOSTLIFT	Predictive	8	617	447	0	48	
	PRED-PHXAMXPOSTPB	Predictive	0	346	346	0	26	
	PRED-PHXBARCLAYPOE	Predictive	5	423	366	0	204	
	PREDIVR-JUSTNRG	Predictive	9	1362	1350	0	37	
	PREDIVR-PHXAMXPOST1	Predictive	16	376	326	0	40	
0	PREDIVR-ROGERSLGL	Predictive	3	3199	3194	0	31	

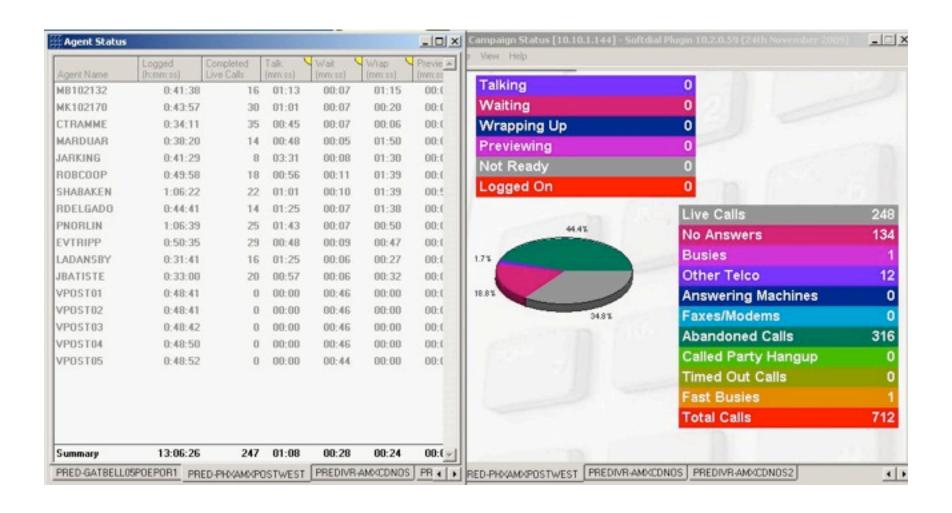
Long Campaign Names



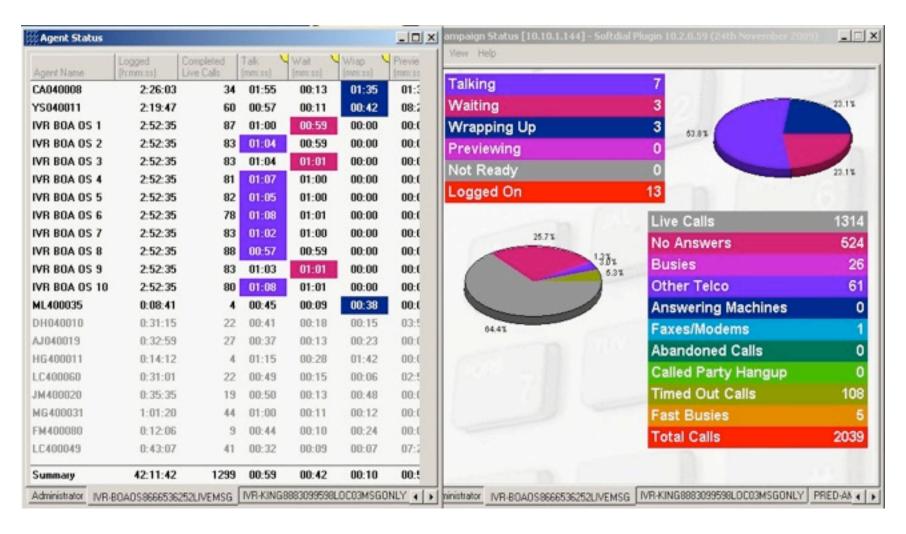
Agent Name	Logged (h:mm:ss)	Completed Live Calls	Talk (mm:ss)	Wait (mm:ss)	Wrap (mm:ss)	Preview (mm:ss)	Not Ready (mm:ss)
IVRGBR4	1:58:41	29	14:55	02:51	00:00	00:00	00:00
IVRGBR1	1:58:41	31	13:29	02:46	00:00	00:00	00:00
IVRGBR3	1:58:41	30	15:09	02:55	00:00	00:00	00:00
IVRGBR2	1:58:41	31	14:19	02:54	00:00	00:00	00:00
IVRGBR5	1:58:41	29	14:07	03:01	00:00	00:00	00:00
AP009994	1:28:11	36	24:16	00:40	17:04	00:08	00:46
IBOLOTIN	1:21:33	27	16:48	00:38	26:00	02:31	00:40
SP009993	1:24:42	19	24:11	00:46	19:10	02:48	01:17
YDHROL	1:13:42	24	25:09	00:44	13:56	02:45	01:24
CSEEGO	1:09:25	23	22:08	00:48	12:15	04:35	01:41
AGIRALDI	1:24:28	39	27:04	00:38	12:19	00:00	01:27
MY009930	1:19:41	20	27:10	00:28	22:02	01:31	01:12
SL009695	1:12:09	24	30:01	00:38	13:03	00:00	02:11
DB009686	1:30:39	45	27:21	00:31	16:07	00:00	00:34
GF009625	1:21:21	27	21:21	00:41	18:20	03:52	01:27
EDECASMI	1:27:45	37	23:08	00:38	19:30	00:00	00:22
MDOSANTO	0:55:55	7	06:10	00:45	42:02	03:11	01:22
TR009600	1:18:11	30	29:49	00:35	10:32	03:10	01:45
AATSBAHA	0:24:42	8	15:48	00:46	22:52	01:07	01:34
SN009927	1:17:56	21	26:04	00:45	15:36	04:43	00:54
SAMERCH	0:46:45	21	18:45	00:25	20:30	05:37	01:37
SAMPELI	1:24:40	39	23:55	00:39	16:25	00:46	00:09
SBOTTOS	0:32:49	18	40:06	00:24	05:54	00:00	00:00
SHEMCKAY	1:14:11	21	27:48	00:37	19:27	00:00	01:10
Summary	32:36:14	636	21:17	01:08	12:29	01:18	00:47



Abandoned Calls



Good Campaign



Dealing with Results

- Bad Numbers
- Disposition Codes
- Smart Codes
- Alternate Queues
- Retries
- Constant results (NA, busy)

Other Dialer Features

- Call Monitoring
- Changing the number of Virtual Agents on a Campaign
- Linked Campaigns
- Blended Campaigns

QUANTRAX CORPORATION INC. Changing Virtual Agents

Change IVR Agent Allocation Number of Agents Campaign Queue administrator system 200 system 1 Number of Agents Campaign Queue administrator 5 Add / Update Edit Schedule Remove Save configuration Exit

Collector Training

- Simple Campaigns
- Logging On and Off
- Wrap Time
- Predictive to Preview
- RMEx
- Linked Campaigns
- Blended Campaigns

Error Messages

Campaign PRED-AMXCDNOSNEWBUS1 had 1 agent sessions terminate abnormally in the last 60 seconds. Repeated abr

Agent ID KGAINES | 008 🔀 on Campaign PRED-PHXAMXPOSTAGED has been in a wrappping state for 60 seconds. Internal kill of agent CD009164, 005465 on campaign PRED-AMXCDNOSNEWBUS1, priority 2. Reason: Login failure RNA Agent ID QRICHARD 008467 on Campaign PRED-PHXAMXPOSTWEST has been in a wrappping state for 60 seconds. Campaign PRED-PHXAMXPOSTAGED had 1 agent sessions terminate abnormally in the last 60 seconds. Repeated abnor Agent ID SD102194 008332 on Campaign PRED-PHXAMXPOSTAGED has been in a wrappping state for 60 seconds. Agent ID ROBCOOP 008330 on Campaign PRED-PHXAMXPOSTWEST has been in a wrappping state for 120 seconds. Internal kill of agent ORBEGAY | 008478 on campaign PRED-PHXAMXPOSTAGED, priority 2. Reason: Login failure RNA Agent ID THOFULTO 008361 on Campaign PRED-PHXAMXPOSTAGED has been in a wrappping state for 60 seconds. Campaign PRED-AMXCDNOSNEWBUS1 had 1 agent sessions terminate abnormally in the last 60 seconds. Repeated abr Internal kill of agent MERTAM = 005461 on campaign PRED-AMXCDNOSNEWBUS1, priority 2. Reason: Login failure RN/ Agent ID ROBCOOP 008330 on Campaign PRED-PHXAMXPOSTWEST has been in a wrappping state for 60 seconds. Campaign PRED-AMXCDNOSNEWBUS1 had 2 agent sessions terminate abnormally in the last 60 seconds. Repeated abr Agent ID PB102275 008224 on Campaign PRED-PHXAMXPOSTAXLP has been in a wrappping state for 60 seconds. Agent ID WILOCKE 008454 on Campaign PRED-PHXAMXPOSTAGED has been in a wrappping state for 60 seconds. Agent ID MERTAM 005461 on Campaign PRED-AMXCDNOSNEWBUS1 has been in a wrappping state for 60 seconds. Agent ID KGAINES 008348 on Campaign PRED-PHXAMXPOSTAGED has been in a talking state for 600 seconds. Internal kill of agent AE009494, 005463 on campaign PRED-AMXCDNOSNEWBUS1, priority 2. Reason: Login failure RNA Agent ID AH102249 008322 on Campaign PRED-PHXAMXPOSTAGED has been in a wrappping state for 60 seconds. Internal kill of agent UF009151 005473 on campaign PRED-AMXCDNOSNEWBUS1, priority 2. Reason: Login failure RNA Agent ID MB102132 008324 on Campaign PRED-PHXAMXPOSTWEST has been in a wrappping state for 120 seconds. Campaign PRED-PHXAMXPOSTWEST. There are no new records in table 'TQY0662IT' This is not necessarily an error if y Agent ID NFLEMING 008351 on Campaign PRED-PHXAMXPOSTAGED has been in a wrappping state for 60 seconds. Agent ID MB102132 008324 on Campaign PRED-PHXAMXPOSTWEST has been in a wrappping state for 60 seconds. Campaign PRED-PHXAMXPOSTWEST had 1 agent sessions terminate abnormally in the last 60 seconds. Repeated abno-Agent ID ROBCOOP 008330 on Campaign PRED-PHXAMXPOSTWEST has been in a wrappping state for 60 seconds.

Summary

- Run Large Campaigns
- Select the right type of campaign for the results you want
- Low ring times
- Watch what is happening

Thank You