

# Telephony Overview: How Dialers, Messaging and IVRs Improve Collections

October 7, 2009 | Dan Womack



# Functions of a Dialer

- **64%** of collection calls made result in no answers, tri-tones, answering machine messages, busy tones or other results that could be completely automated.
- Only **36%** of collection calls resulted in someone answering the phone.
- **7%** of those were messages left for the account (not the right party).

Averages taken from a recent multi-client study including only RevQ users.

# Common Problems a Dialer Addresses

- Representatives spending most of their time reviewing an account prior to making a call.
- Representatives not following established and proven procedures for working and updating accounts.
- Representatives working too few accounts due to inefficiencies.
- Every call tying up a representative's time.

# Functions of a Dialer

- Solutions
  - Dialers can call ahead of an agent and have a call ready for them.
  - Dialers can standardize the work effort and how accounts are updated.
  - It is possible to make more than **1200** attempts per collector, per day on a dialer.
  - Most calls don't need to have a representative involved.

# Additional Benefits of a Dialer

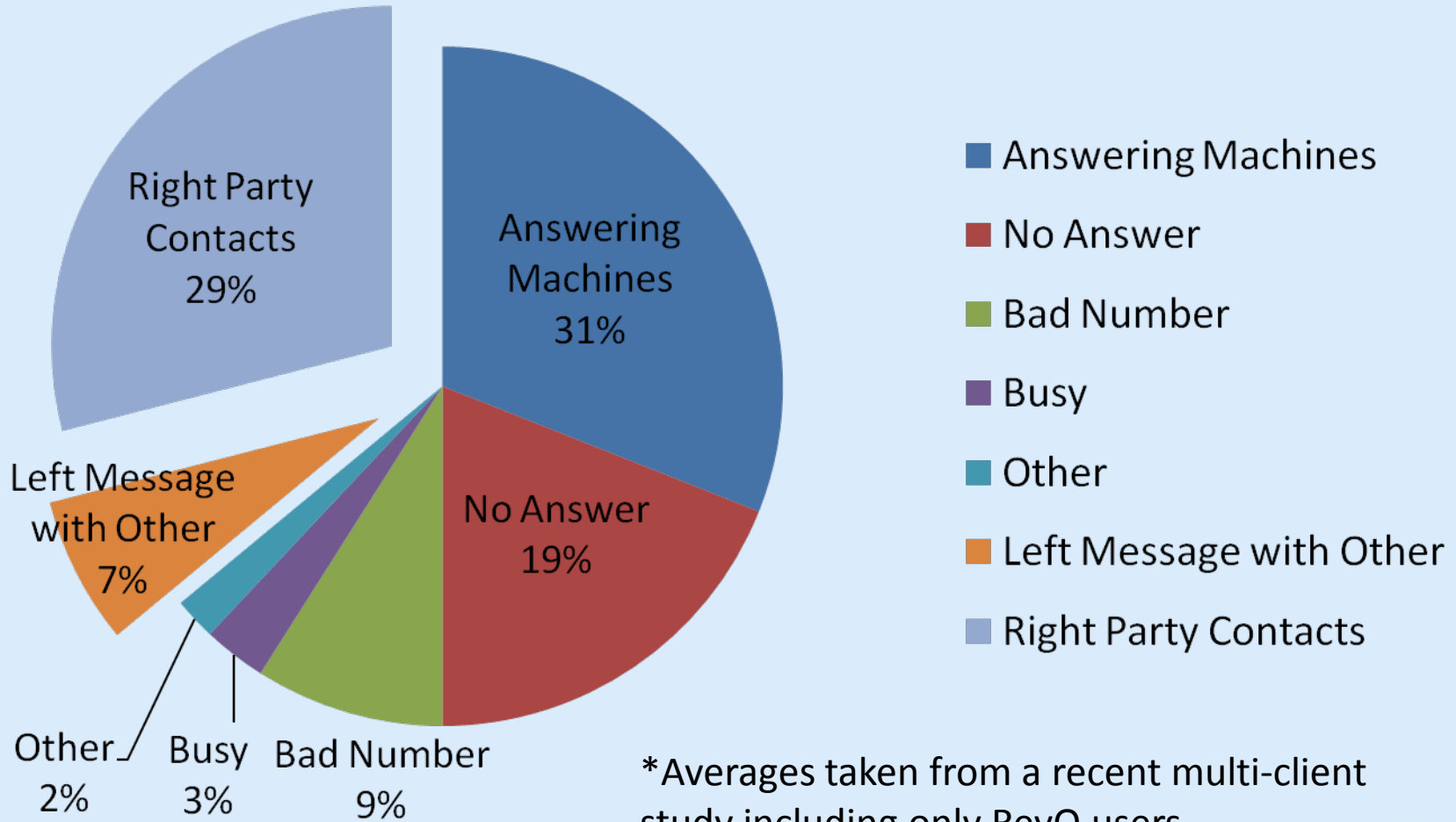
- Move control from a representative to management.
  - Work In Process lists only automate what is worked next, not the numbers dialed or the pace at which the representative works.
  - Management can universally control Reschedules, Next Work Date, Desk changes, removing numbers, priority changes, status code changes, action codes called, strategies executed, etc.

# Integration

- The tighter the integration into the host system the better this is accomplished.
- Integration needs to be at all levels:
  - Reporting
  - Campaign creation
  - Result code processing
  - The agent workflow, etc.

# Collection Call Results

## Call Results



\*Averages taken from a recent multi-client study including only RevQ users.

# Messaging

- Most calls are answering machines:
  - No message left
  - Canned prerecorded message
  - Messages left by an agent while on a dialer
  - Text-to-speech variable message

# Messaging for Right Party Contact

- What about messages left with people who answer the phone?
  - Represents about 7% of the total calls made, or 19% of the calls that an agent would normally deal with.\*
  - Opt-in text-to-speech scripted messaging
  - More efficient but lower quality

\*Averages taken from a recent multi-client study including only RevQ users.

# Blending

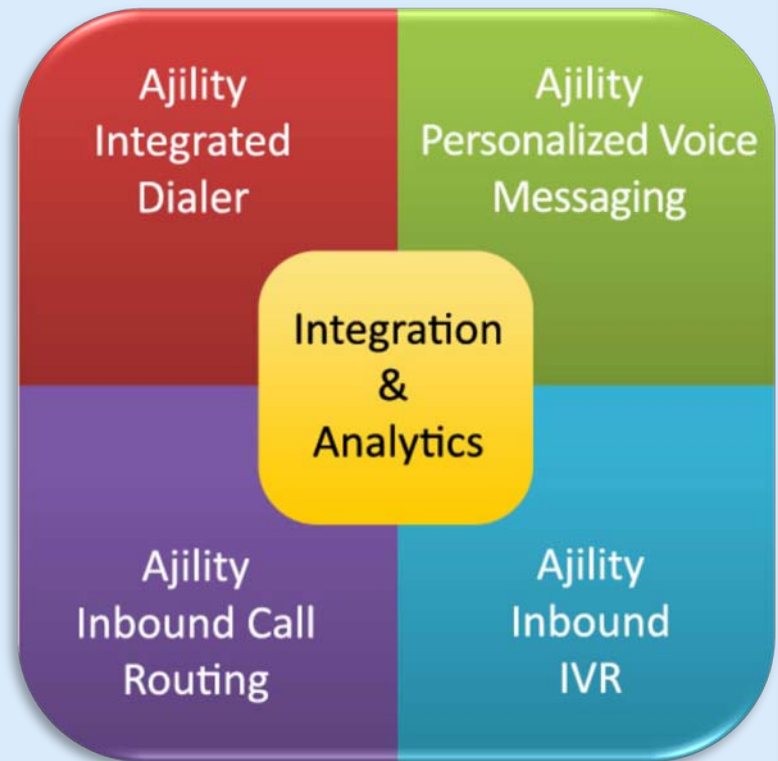
- Inbound Call Blending
  - Now that we have made more calls and left more messages, what about all the call backs?
  - Why is it beneficial to have inbound calls come to the dialer?
    - Automated Call Distribution directs calls to the right representative based on the number called
    - Skills-based routing matches caller data to a representative's skill
    - Maximizes agent efficiency

# Call Recording

- Important aspects of recording
  - Records all calls into and out of the dialer
  - Ability to index and retrieve the recordings easily by account number, agent, result code, client code etc.
  - Ability to export the recordings
  - Ability to stop a recording if required

# Dialer Modes

- **Attended Outbound**
  - Predictive, Power, Preview, Agent Directed
- **Unattended Outbound**
  - Predictive Messaging, Message Broadcasting
- **Attended Inbound**
  - Skills-Based Routing
- **Unattended Inbound**
  - Interactive Voice Response



# Interactive Voice Response (IVR)

- More than just call routing (ACD)
- Complete real-time interaction with the database without the aid of a collector
- Automation of balance inquiries, history of payments, or other information
- Automated 24/7 payment handling including payment plans, settlements, payments in full, credit cards and electronic checks
- Memo line or other database entries for audit

# Analysis

- How can I tell if I need a dialer or IVR?
  - If you need your representatives to increase the volume of accounts worked in a day (200-300%).
  - If you need to standardize your work efforts to have *all* your agents do what your *top* agents do.
  - If your collectors are spending too much of their time on calls that could be automated (balance inquiries, payment histories, inbound payments, etc.)
  - If you need expanded work hours (evenings & weekends).

# Hosted vs. Premise-Based

- Initial costs vs. continued costs
- Fixed costs vs. variable costs (budgeting)
- Control and security
- Ease of use
- Ease of growth
- Consistency of need



# Thank You!

Please take a moment to complete your session survey.

