



Which Dialing Method You Should Use for Your Campaign?

For the last 20 years, Attila has been building and managing contact centers of all sizes. Throughout his career, he's managed hundreds of outbound campaigns from a variety of industries and has seen many doubts and misconceptions about which dialer method a company should use.

In this video, Attila will share his experience on how to choose the most suitable dialer for your campaigns so you can reach maximum efficiency in your outbound operations!

1. The outbound call flow

First, the course recaps the basic elements of an outbound call flow. This will be important when comparing the various dialing methods that you can use for your outbound campaign. An outbound call flow consists of the following steps:

- number selection and dialing
- ring time
- talk time
- disposition
- wrap-up time
- available time

2. Dialing methods: definitions

The basis of every outbound operation, a dialer is a system that places calls from an outbound call center to customers.

- The most basic solution is the **preview dialer**. The preview dialer lets your agents dial contacts from your database one after the other. They have total control over the call flow, including **number selection, dialing, ring time, as well as idle or available time**.

- In contrast to preview dialing, **power dialing** has an automation element. With power dialing, instead of the agent, the system will dial the phone numbers one after the other, therefore, saving agents' time on **number selection and dial time**. However, the agents still have to wait to be connected and the system does not filter out **busy tones and voicemail**.
- Finally, **predictive dialing** has the highest level of automation. In addition to automatically dialing numbers, the predictive dialer can also predict the availability of your agents.

Based on your outbound campaign's average call duration and preset parameters, the predictive dialer intelligently dials multiple numbers, distributing the initiated calls among your agents even before they end the previous conversation. This means that the agent **waiting time between calls is reduced**. Additionally, the predictive dialer can **filter busy tones and answering machines, always connecting your agent with a live client**.

3. Choosing your dialer

The important questions to consider when choosing the right dialer are the following:

- **What is the size and the purpose of your campaign?**

Remember, if you are running a **small campaign with a small database and a small amount of agents**, use power dialing or preview dialers. However, if you have **5 plus agents along with a larger data set**, then it's time to think about turning on the predictive dialer!

- **What type of campaign does your contact center operate?**

In terms of the **type of campaign you are running**: **B2C sales** and **telemarketing** campaigns are usually compatible with the predictive dialer and you can expect improved results with it! However, when it comes to **B2B sales** and **political or social surveys**, I suggest using the power dialer as these campaigns require personalized conversions and a lot of preparation on behalf of the agents.

- **How are the campaigns scripted?**

The script of your campaign is also relevant. If you have a straightforward script, the predictive dialer is an ideal choice. However, if your agents are working on campaigns that require highly personalized conversations, you should consider using the power or preview dialer.

- **What is the quality of your database and your average call length?**

If you have an **old, low quality database** using a predictive dialer will save a lot of your agents' time and your operations will be more efficient.

If you have a mix of very short and very long calls in your operation, or varied connection rates, you might consider using a power dialer. These often changing variables could confuse the dialer's algorithm, often leading to unwanted dropped calls.

4. Use Cases

The course also looks at the various use-cases for each dialer. Attila discusses the case of:

- A **local telecom provider** working on the subscription termination requests of their clients. Here, we suggest using a **preview dialer**, as agents had to spend a lot of time in prework and the agent pool was small.
- A **political survey campaign**, for which we suggest using the **power dialer** due to the highly personalized nature of the calls, as well as the varied content and duration of the conversations.
- A **debt collection campaign** would benefit from the **predictive dialer**, due to the large databases that these campaigns run on, the short duration and the scripted nature of the calls.

5. Choosing your predictive dialer provider

Finally, if you decide to use a predictive dialer for your business, keep four aspects in mind when choosing your tech provider:

- First, make sure that the existing systems of your operation are compatible with the predictive dialer technology that you choose.
- Choose a dialer that has a supportive team behind it, offering its customers free support when and if necessary.
- Make sure to look for dialers with CRM integration.
- Make sure to choose software that has the option of pre-built templates, such as the technology we have here at VCC Live.