

Are you ready to meet the legislative challenge to predictive dialing?

A briefing note for
call center managers
from Sytel Limited



The action of the US Federal Trade Commission (FTC) in December 2002 to set strict limits for how predictive dialing is done on an interstate basis in the US, will have a profound impact on the world of outbound dialing. Other regulatory bodies in the US, both at a state and a federal level, can be expected to follow this lead. We also expect government agencies in other countries to follow it too; for example, the new OFCOM agency in the UK.

Wake-up on abandoned calls

The new FTC rule restricts dialers to a maximum of 3% abandoned calls, measured as a percentage of answered calls, effective 01 Oct 2003. Before the FTC ruling, many dialers employed non-agent call rates of many times this level in order to generate additional talk time for agents. Strict penalties will be levied on call centers that exceed the 3% level.

How will you respond?

Most serious users should be worried about their ability to get value from predictive dialing techniques at a 3% level. This is because the vast majority of predictive dialer products were engineered in an unregulated era when there was no need to work within tight constraints. But there is a solution available now that will let you meet this challenge to your business head on.

The solution lies in design

Uniquely in the call center industry, Sytel's predictive dialing software, Softdial Plugin® has been specifically engineered to provide ultimate performance under the toughest of regulations. Using a specially-developed simulation engine which runs at speeds of up to 10 million calls a **second**, Softdial delivers pinpoint accuracy, no matter what the campaign conditions. This gives it the ability to work effectively at very low call abandonment levels.

All Sytel users have been working within a 5% (of answered calls) maximum level for the past 4 years, and getting very effective performance. The performance curve is not a straight line one, and this means that a reduction to 3% will hardly be noticed by most of them.

So how can I upgrade to Sytel's software?

You don't need to replace all your current investment. If you want to replace just your dialing algorithms so you can safeguard and improve performance under compliance, then you can literally drop Softdial into your contact center product. Softdial's open and robust interfaces allow it to be easily integrated into most call center environments, in days only.

How will it work?

Install it, set a target for abandoned calls and leave it alone! If you set a rate of more than 3% in the FTC's jurisdiction, it will just default to 3%. So, there is no scope for getting it wrong and being liable for penalties. And, there is

- no need for a dialer supervisor
- no need **ever** to tinker with the dialer's settings; we don't allow you to anyway
- no need to have constant staffing levels on outbound campaigns
- **no need to worry any more**

What is the bottom line?

The age of predictive dialing hype is coming to an end. As a user, you now get to call the shots, by demanding compliant dialing. Look to us to provide this, and deliver the performance you need to sustain a competitive outbound operation. You certainly won't have to pay the earth to get it.

To learn more, contact us at info@sytelco.com or call 1 800 747 0146 in the US.