



FAB Solutions: Improving Contacts

Helping Contact Centres
DO Better and BE Better



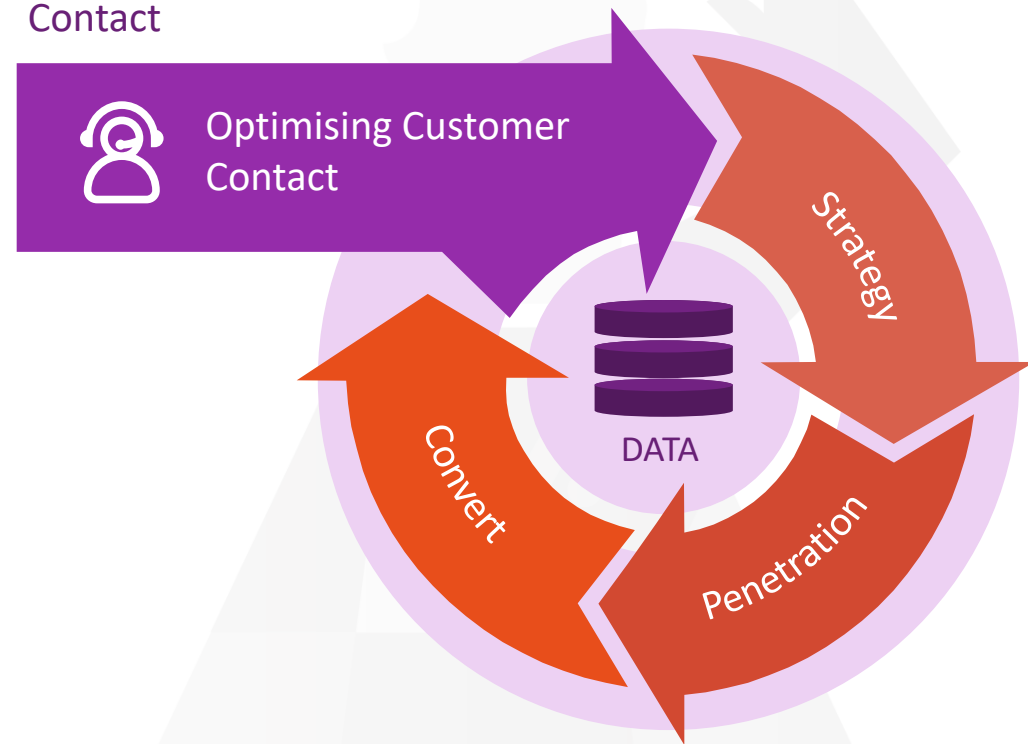
Executive Summary

Your Challenge

- Outbound calls are now the most expensive tool in your tool-kit
- C. 50% of agent connect time is spent speaking with third parties
- Technology does not work on new accounts / prospects
- COVID and lock-down has increased the need for customer contact
- Digital channels are not suitable for all accounts

Success limited to the weakest part of the outbound process

The Stages of Outbound Contact



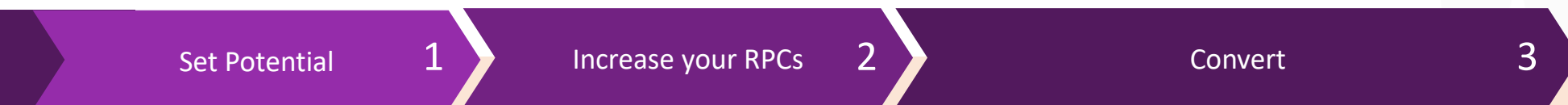
The Answer!

Engage with FAB solutions for a free discovery workshop to review your outbound contact processes

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3 Simple steps to optimising your outbound Performance



Segmentation

Data Quality

TECHNOLOGY

Alignment to times and propensity of outcome

Behaviors

Scripting

Knowledge

RESULTS

Data quality and selection determines the potential from a call list

elanev predict the best time to call and the propensity of outcome to increase RPCs

Scripting, knowledge, and agent training convert the connections in outcomes

To fully optimise dialling you need to consider both the data process and agent behaviours.

Dialler Optimisation

Dialler File

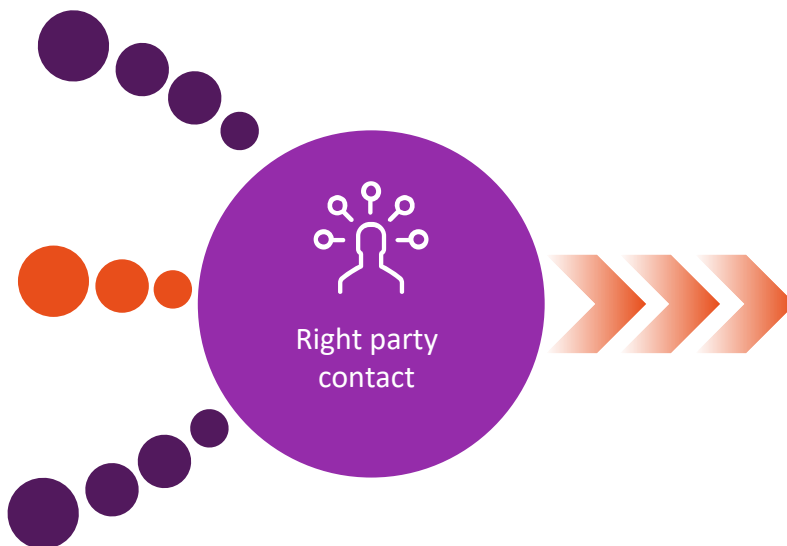
- ✓ Segmentation
- ✓ Data Quality

Strategy

- ✓ File rotation
- ✓ Recycle rate
- ✓ Number rotation
- ✓ Best time to dial
- ✓ Propensity for outcome

Resource

- ✓ Aligned to opportunity



Advisor Performance

Behaviours

- ✓ Mgt Capability
- ✓ Data Consumption
- ✓ Short Calls
- ✓ Dropped calls
- ✓ Disposition outcomes

Scripting

- ✓ Opening and Greeting
- ✓ Objection handling
- ✓ Scripting tools

Knowledge

- ✓ Management Information
- ✓ Dialler Training
- ✓ Product knowledge
- ✓ Campaign Awareness



Using the D.I.S.C. framework to bring your dial strategy together

Data Enhancement

- Update CRM with contact details and consent for contact flags
- Suppress invalid numbers from CRM
- Differentiate between mobile and landline numbers
- Maximum number of attempts per record 10 attempts and remove from the dialler and analyse disposition outcomes
- Ensure call lists are large enough to achieve best efficiency from your technology
- Benchmark number quality, penetration rates and answer phones. Understand the relative 'quality' of what you're calling

Increase Conversions

- Monitor agent performance with meaningful MI
- Monitor agent behavior and clearly communicate 'Best practice'
- Deploy and continuously review scripting and scripting tools
- Test knowledge on products and call journeys
- Listen to calls in a culture of 'continuous improvement'
- Be transparent with the assessment and measurement criteria and reporting
- Train and coach the agents, look for variance in performance and skill-based routing

Strategic dialling

- Dial strategy to dial all contacts within last 12 months
- Progressive dialling to reduce the risk of dropped calls
- Geographical CLI where available
- CLI message in place on ALL calls
- 100% attempt rate on all NB and BB warm leads
- 85% Penetration rate into cold file – segmented by campaign based on segmentation plans
- Maximum attempt rates = 10 dials where no contact made – reviewed weekly
- No more than 5 attempts per individual records within 24 hours
- Ring no answer target 15-20 seconds as minimum
- OFCOM controls

Connection Optimisation

- Use elanev Call to know the best time to call each account and the propensity for a successful outcome
 - ▶ Align campaigns to the recommended times
 - ▶ Schedule call-backs as captured
 - ▶ Let the scoring drive your strategy and selection
 - ▶ Let the scoring vary your attempt times and consider previous attempts on each account
- Achieve a higher RPC rate with fewer attempts and ensure your agents spend more of their connected time speaking with Right Parties



Reporting various reporting suites are available to give your granular insights into campaign performance

MI Should be dynamic to drill into trends daily weekly etc

Total Dials per day can help coach around under performance or over use of records

This is a good indicator of data Quality

This will help you identify agent trends

Campaign	Day/week/Month	Total records available	Records attempted %	Total Dials	Answer machine %	Connection rate %	Right party contact rate%	Sales per hour rate %	Agent utilisation rate % (talk + Available)
Calling list 1									
Calling list 2									
Calling list 3									
Calling list 4									
Calling list 5									

Segment your data into different Pots based on propensity to convert

This should typically be around 85% to avoid data churn and over dialling and bad records

If this is high try changing your dial strategy

This will help Manage agent effectiveness

Agent Level Dashboards should drill down into the specific data and behavioural points to optimise campaign performance

Agent name	Date	Telephone number	Disposition outcome	Call start time	Call end time	Wrap Time	Total Talk	Total Talk and wrap	Total Dials	Answer machine %	Connection rate %	Right party contact rate%	contacts per hour rate %	Agent utilisation rate % (talk + Available)

Agent Reporting



Allows for short call auditing



Identifies excess wrap



Allows for Call auditing by disposition to coach for poor practices and behaviours



Identifies call outcomes by Day and time so dialler patterns can be amended



Optimises productivity of agents through detailed MI and awareness

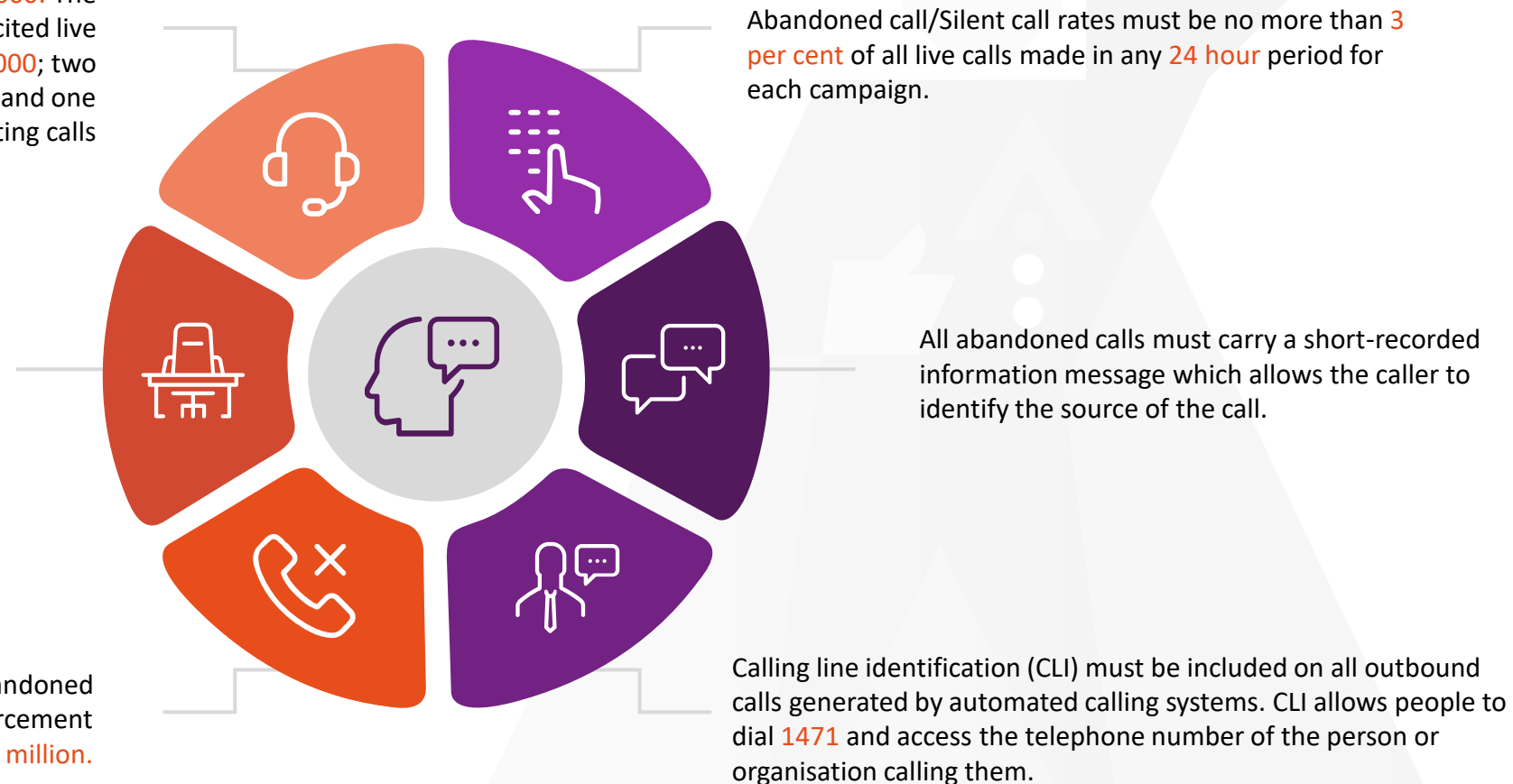
Why is this important?

Ofcom Guidelines: as an ethical outbound dialling function you should be aiming to avoid fines, reputational damage and lost sales opportunities.

In 2019, the ICO issued 13 fines totaling £1,060,000. The largest fine, of £160,000 for making 856,769 unsolicited live marketing calls. The ICO also issued fines of over £100,000; two of which were in relation to unsolicited text messages and one in relation to unsolicited live marketing calls

ICO have powers to fine the senior officers and directors of companies making or sending nuisance calls and messages up to £500,000

Where someone is repeatedly making abandoned and/or silent calls, Ofcom may take enforcement action, including fining the caller up to £2 million.



○ Talk to us about a 2 week free assessment of this service.

elanev Contact is helping clients increase the performance of their outbound contact operations and save significant costs. It provides scores enabling you to call the right people at the right time.



Challenge

- Over 50% of outbound agents' connect time is spent connected to third parties and answer phones
- Call durations have increased, reducing the volume of accounts that are processed
- Time taken to contact late paying customers increases your IFRS 9 provisions and increases the risk of loss



Our Solution

- elanev Contact **increases right party contact** rates by at least 15%
- elanev Contact will **decrease your false connection** times and volumes
- The volume of accounts that can be processed will increase
- Late paying customers can be contacted sooner **reducing IFRS9 provisions and losses** and increasing positive outcomes



Our USP

elanev Contact incorporates the unique award winning elanev Data and AI so you can:

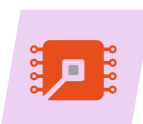
- Process all account stages including, uniquely, accounts with no contact history
- No need to share personal customer information so no GDPR implication
- Simple to implement: no IT change is needed to access



Leading clients

"elanev Contact supports our technology and data driven approach. We are able to contact customers sooner and deliver an outcome to our clients earlier in the process"

John Storrie, Director of Strategy and Transformation, Arvato Financial Solutions Limited. Arvato partnered with elanev to integrate elanev Contact scores into their collection strategies.



How it works

- Daily provision of the three best times (hours) and propensities for contact at a customer account level
- Works with any dialler via daily batch processing
- Can be used in combination with our 'Recommended Channel' score to apply to SMS, email and influence inbound volumes
- More details [here](#) or enjoy this [video](#):

Contact Us in the following ways to learn more



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