



The Ultimate Guide To Auto Dialers

Learn how auto dialers improve both
your sales and support processes



Transforming the Customer Experience

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Introduction

Learn how auto dialers improve both your sales and support processes.

[Use cases](#) | [Guidelines](#) | [Comparison Charts](#)

Why use auto dialers?

Did you know that in most sales departments, representatives waste nearly 60% of their time on unproductive work such as dialing, waiting for leads to answer, and listening to busy tones? That leaves them with less than half a working day to do their actual job, that is, to converse with leads and convert them.

Over the years we've successfully setup cloud communication solutions for 1500+ businesses. Auto dialers are an integral part of these solutions, and though every business uses the tool differently, they've all achieved the same result: smoother processes & higher productivity.

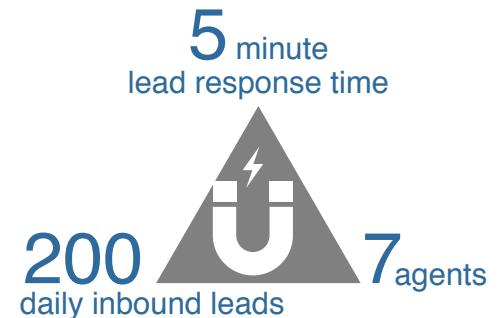
There are many kinds of auto-dialers to choose from. If selected correctly, they not only improve your outbound sales productivity but also help you automate reminders, inbound lead response, and callback automation. Learn how auto dialers can:

- Double your outbound sales teams' productivity.
- Accelerate response times on inbound sales.
- Automate collection and reminder calls.
- And automate callbacks.

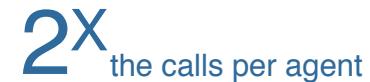
If you are a contact center manager, entrepreneur, or sales manager, this ebook will also help you understand the differences between the various types of auto dialers, use cases and step by step guidelines on how to select the right one based on your data quality, and calling requirements.

STATISTICS TO CONSIDER

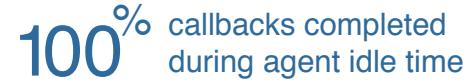
Inbound Lead Management



Outbound Calling



Callback Automation



Auto Dialer 101

Learn what is essential to know about the technology, so that you can make a better-informed decision when purchasing your Auto Dialer software.



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What is an auto dialer exactly?

Auto dialers are a software used to quickly dial down a list of contacts and connect them to a live agent or an IVR. They skip busy tones, unanswered calls, and answering machines to connect agents directly to live contacts.

Auto dialers are available as a SaaS (software as a service solution). This means that you need no specialized hardware or software to use it. It can be setup in minutes with zero setup costs.

Your supervisors simply log in to upload data and start the campaign, while agents login from their desktops or mobiles to speak to the contacts.

CLOUD-BASED AUTO DIALER ADVANTAGES

Zero Hardware

|

Zero Software

|

Zero Setup Costs

|

Lightning Fast Deployment

Auto dialers
have multiple
applications



Telemarketing



Inbound Sales



Automated Callbacks



Fundraising Calls



Debt Collection Calls



Feedback Calls



Lead Qualification



Appointment Confirmation



Outbound Sales



Bill Payment Reminders



Volunteer Outreach



Customer Surveys

Are there different types of auto dialers?

There are four different types of auto dialers available in the market. Your cloud contact center provider may provide one or all these options. Contact center solutions such as Ozonetel, offer all options as four dialer modes. Select the one you need while setting up your dialing campaign.



Power Dialers

A power dialer dials one phone number after the next, sequentially. It skips unanswered, busy tones to connect agents to live contacts. It automatically moves on to another call when the previous one ends.



Predictive Dialers

A predictive auto dialer dials more than one contact per agent. The dialer uses a predictive algorithm that uses average answer rates to “guess” how many simultaneous dials will minimize agent idle time. Agents are connected only once a call is answered. Supervisors can control campaign “speeds” using pacing ratios.



Preview Dialers

Better suited to smaller call volumes and more detailed or complex cases, preview dialers enable agents to preview data before they decide to continue with a call or skip.



IVR Dialers

IVR dialers are used to “blast” messages to a contact list. It works like other dialers, except that it connects the contact to an IVR message rather than a live agent. The IVR can have advanced functions such as auto-personalization of messages or even natural language processing abilities to carry out “conversations” with your contacts.

Which auto dialer does my business need?

The same business might need different auto-dialers for each campaign. It all depends on your calling requirements and data quality. Use our comparison chart to figure which auto dialer you should select for your next campaign.

				
	Power Dialers	Predictive Dialers	Preview Dialers	IVR Dialers
USP	Fastest campaign completion	High Agent productivity. No Dropped calls	Leads & data preview available for agents	Outbound IVR blasts
Priority	Agent productivity	Agent productivity balanced with call quality	Customer information review	Automation Self-service Saving working hours.
Disadvantages	Agents may be unavailable when calls connect. This could lead to dropped calls. In some countries, this causes regulatory and compliance issues.	30% slower campaign completion, than predictive dialers	Cannot run through large call lists per agent daily	Contacts may disconnect during the message
Contact list size	1000+ contacts per day.	100-900 contacts per day	>100 calls per day	1-1000+ contacts per day
Call Volume	300+ calls per agent per day	100-250 calls per agent per day	50-100 calls per agent per day	NA
Data Quality	Use for low quality & 3rd party data	Use for moderate to high-quality data	Use for high-quality data & complex cases	Use for both low-quality sales data or opt-in customers
Preparation time	Use when agents don't need any time between calls	Use when agents need 0 to 1 minute between calls	Use when agents need 5-20 minutes between calls	Use when agents are not available
Use cases	Cold calling Telemarketing	Outbound sales, Inbound lead management Automate callbacks	Niche and high-quality lead caller groups. Inbound marketing for B2B	Bulk messaging Debt collection calls. Payment Reminders Lead Qualification Csat Surveys Appointment reminders

How do other businesses use their dialers?

Auto dialers can be used across industries to optimize your calling processes. Learn six ways businesses use our Auto Dialers to boost productivity across various industry verticals.



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USE CASE #1



INDUSTRY
FINANCE



AIM: TO PERSONALIZE LOAN
REPAYMENT REMINDERS



SOLUTION
IVR BLASTS

Automate millions of personalised reminders

A financial services business uses our outbound dialer to send personalized loan repayment reminders to its customers.



OUTBOUND IVR DIALER

IVR dialer automatically calls and relays message to customers.



PERSONALISED CALLS

Database integration ensures that every call is automatically personalised with <NAME> and <AMOUNT DUE>

Tools & Execution:
IVR Dialer

Highlights:

5 million
monthly personalized
reminder calls are now
completely automated



USE CASE #2



INDUSTRY
EDUCATION



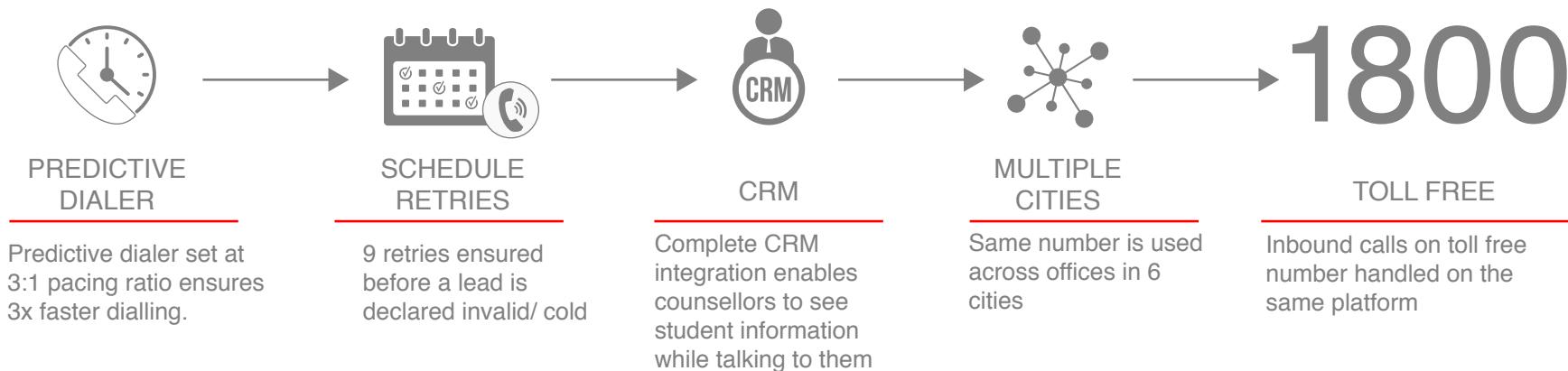
AIM: QUALIFYING
LEADS



SOLUTION
PREDICTIVE DIALER

3X faster outbound sales

An educational service provider improves its admissions process using our outbound dialers.



Tools & Execution:
Predictive Dialer
and CRM integration

Highlights:

3X
faster
outbound campaigns



USE CASE #3



INDUSTRY
FINANCE



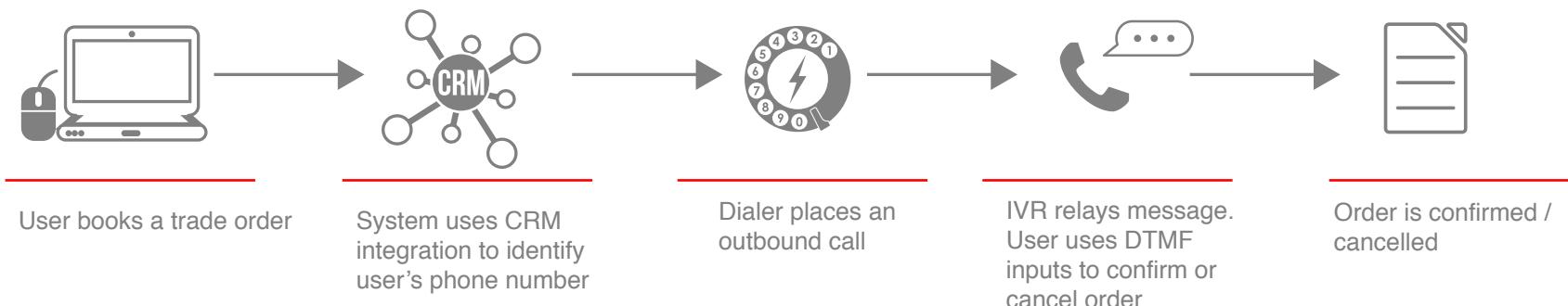
AIM: AUTOMATED
CONFIRMATION CALLS



SOLUTION
DIALER API, IVR

Fully automate verification calls

A financial services business uses our outbound dialer to confirm trade bookings made on its website.



Tools & Execution:
Dialer API and IVR

Highlights:
50%
faster
than manual compliance calls



USE CASE #4



INDUSTRY
ONLINE PHARMA



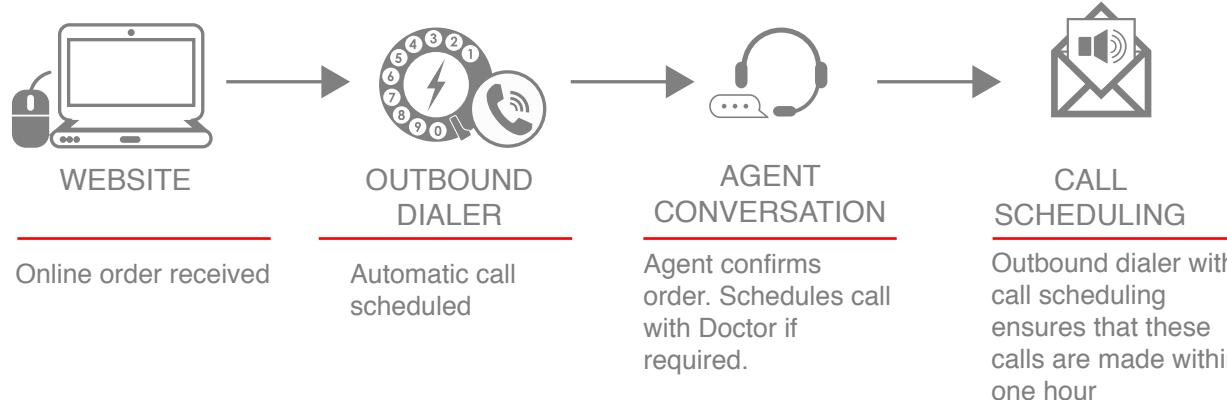
AIM: QUALIFYING
LEADS



SOLUTION
PREDICTIVE DIALER

Schedule customer calls

An online pharma company uses our auto-dialers to verify online orders and book repeat orders



Tools & Execution:
Predictive Dialer
CRM integration

Highlights

83% higher
agent productivity



USE CASE #5



INDUSTRY
INSURANCE



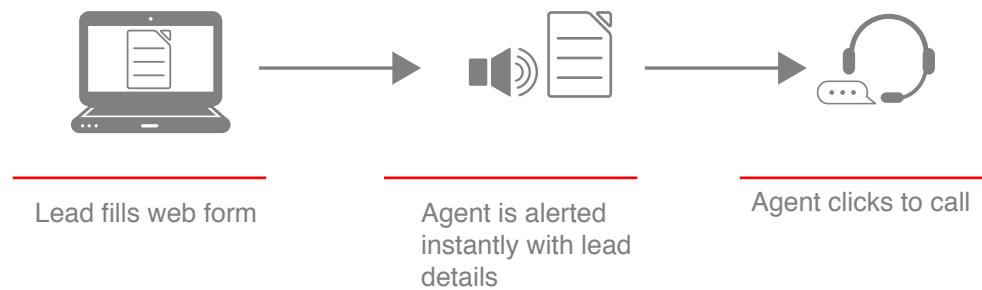
AIM: INBOUND
LEAD MANAGEMENT



SOLUTION: CRM
INTEGRATED DIALER

Expedite inbound lead response

A small insurance company uses our CRM integrated dialer to call inbound leads within 5 minutes of their filling up a web form



Tools & Execution:
Dialer API
CRM integration

Highlights:
Leads are called within

5 minutes



USE CASE #6



INDUSTRY
ONLINE RETAIL



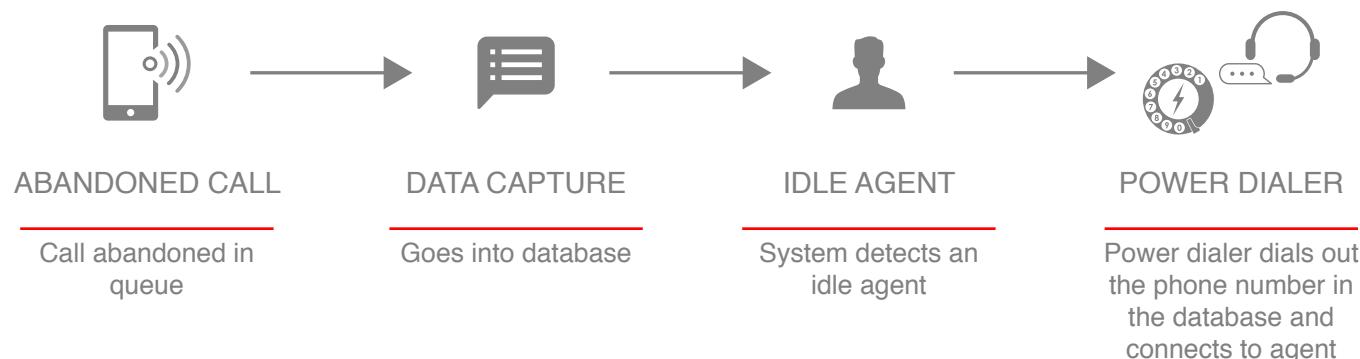
AIM: AUTOMATED
CALLBACKS



SOLUTION:
DIALER

Automate callbacks

A customer support center for an online retail store managing 500 daily calls with less than 20 agents uses power dialers to automate call-backs, so it never misses a call.



Advanced Auto Dialer Options

You can use your auto dialer more effectively by using advanced options and pairing it with other tools and features. Read on, to learn how.



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How can I optimize my dialer performance?

While auto dialers can automate your dialing process, you don't want to waste time uploading data, or waste leads because a call went unanswered in the first try. Keep these pointers in mind while setting up your campaign, to make the most of your auto-dialer campaigns



Choose the correct dialing logic

Switch between the various dialing modes based on your campaign requirements. Change your dialing logic and rules, based on data quality, to optimize campaign goals. For example, select customer-first modes for high-quality data and agent-first modes for lower quality data.



Schedule calls

Scheduling your outgoing calls in an organized manner, ramps up performance. Businesses that stick to their promise of calling back at a specified time are definitely considered more reliable and trust leads to better conversion rates.

Call scheduling is a critical tool to maximize answer rates and demonstrate reliability by ensuring that calls are made to customers at their preferred time and date.

You can schedule calls programmatically via open APIs, using a CRM and conditional API calls. Calls can be scheduled during lead generation, during conversations, and via CRM and telephony integration



Schedule retries

Leads are precious. If they don't answer in the first try, you need to try again. Setting up call retries helps maximize your data potential. Call retries can be scheduled by the auto-dialer immediately, at a specific time, or another specified day. For example, the first retry can take place immediately after the call goes unanswered. Or, after all the primary data has been dialed the once, the auto-dialer will go back and systematically call the unanswered calls. Alternatively, you can set a specific time of day for a call retry, along with certain rules like the maximum number of retries. You may find that you need to experiment a bit with the time and date that suits your particular dataset and industry optimally.



Monitor campaigns

It's important to keep an eye on how your campaign is going. Don't wait till the end of the working day, or the end of the campaign to rectify mistakes. Use live monitoring tools to view how your campaigns are faring. You can view how many calls have been successfully answered, failed (went unanswered), or pending (yet to be dialed). Especially keep an eye out for unusually high fail rates or drop rates.



Reset campaigns

If your fail rates are unusually high, you can stop and reset your campaign. We've seen that many times, wrong data can lead to high failure rates. It could be a simple issue, such as prefixing your data with the wrong country code that is causing the entire problem. If this is the issue, you can simply go into your campaign setup, stop and reset data with the correct prefix (with Ozonetel, this is a simple one-click process) to save unnecessary time wastage.



Change pacing ratios

When drop ratios are high on your predictive dialer campaigns, this means that too many calls are being dialed per agent. You need to go back to your dialer setting and reduce the pacing ratios.

What essential & advanced features should I consider?

CRM Integration



Agents automatically view customer data on every call that connects.

Live Monitoring & Reports



Get real-time updates on campaigns. View or listen in to live agent activity.

Pacing



Use historical call-handling statistics, wait times, and SLAs to change the pacing ratio.

DND Filtering / Scrubbing



Filter DND numbers and ensure compliance

Flexible Dial Logic



Switch from customer-first dialing to agent-first dialing, in the event of low data quality.

Answering Machine Detection



Skip answering machines and connect agents only to live prospects.

Flexible Number Format



Reduce time wasted in editing and uploading. Dialers should accept multiple number formats.

Retry Scheduling



Specify when and how many times to retry unanswered numbers.

IVR Designer



Intuitive drag & drop tool to create outbound IVR call flows with ease.

IVR Text to speech



No voice recordings needed. Create IVR messages with ease.

Voice Bot



Let customers and prospects chat with an AI-driven voice bot.

Call Recordings



Record calls for training, compliance, or ombudsman purposes.

Conclusion

Auto dialers help rule out repetitive, distracting processes that are keeping your frontline staff from maximizing their customer-facing time. Contrary to what is popularly believed, they don't just optimize your sales calls, but can also streamline many customer support and customer engagement processes. Choose a robust contact center solution with dependable auto dialers and all the complementary features you need to unleash your productivity. As with all tools, the impact lies in the hand of the user.

About us

Ozonetel provides plug & play auto-dialers that can be set up in minutes. Our complete contact center suite comes with every tool you need to optimize performance. And our open Dialer API ensures that you can seamlessly integrate with any business tool.



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