A Guide to Call Center Automation for *2022*

OZONETEL
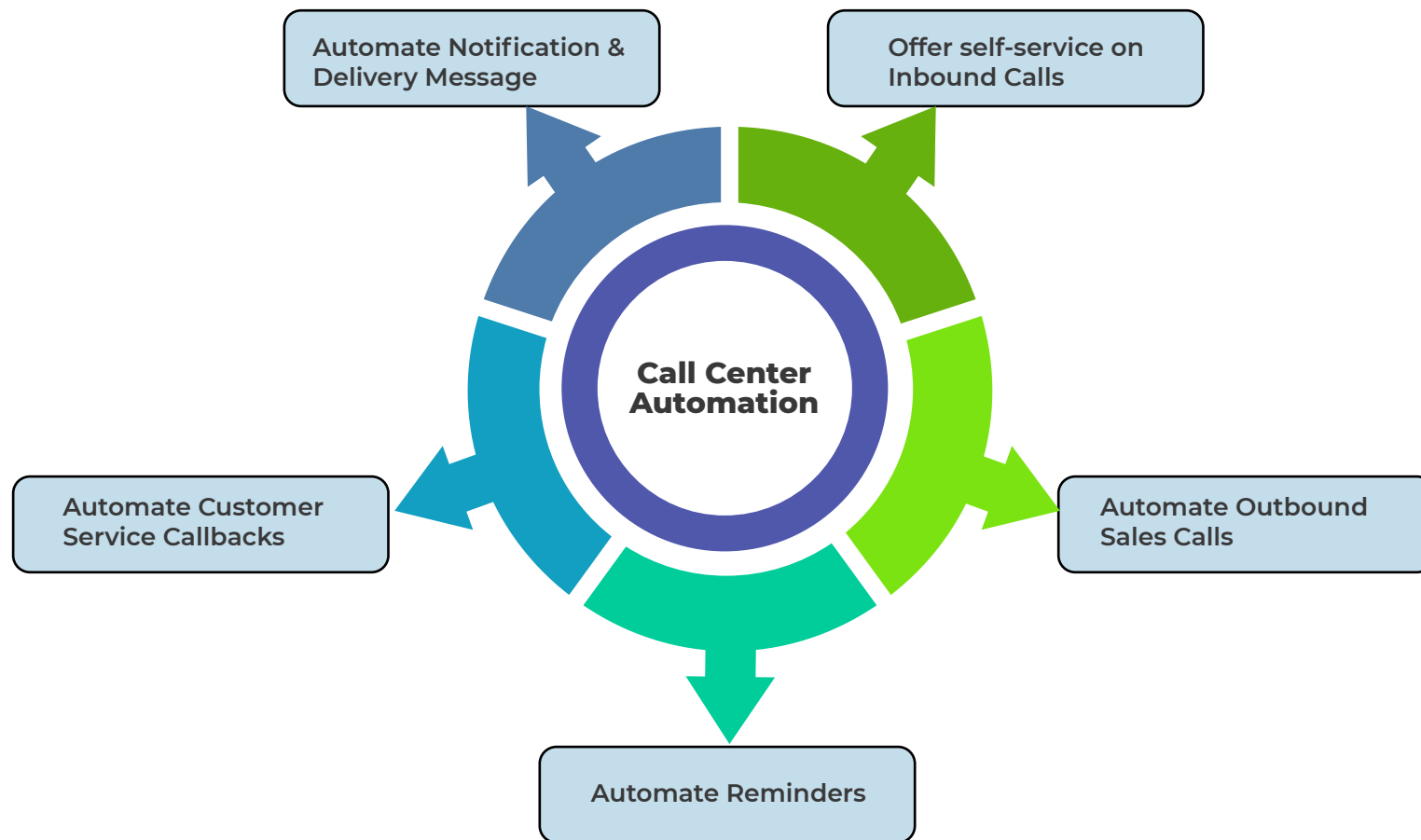Transforming the Customer Experience

Executive Summary

Simply put, call center automation is nothing but saving the time & energy of agents. The new-age contact center promises to deliver seamless customer communication and self-service channels, but do they actually deliver? Maybe not.

The reason is siloed data and contrasting technologies. So, to provide faster resolution and bridge the gap between customer needs and agent empowerment, businesses need call center automation.

To optimize communication across various customer touchpoints and improve business efficiency, it's essential to know what to automate, how to automate, and most importantly, how to measure impact & results.

A Glance at Call Center Automation

Automate Notification & Delivery Message

Offer self-service on Inbound Calls

Call Center Automation

Automate Customer Service Callbacks

Automate Outbound Sales Calls

Automate Reminders

According to research, 78% of contact centers in the U.S. now intend to deploy AI in the next 3 years, 46% of customer interactions are already automated and the number is expected to reach 59% by 2023.

- ✓ Automate Inbound Sales Calls

- ✓ Implement Customer Self-Service

- ✓ Automate Outbound Sales Calls

- ✓ Automate Collection Calls

- ✓ Automate Service Callbacks

FINACIAL SERVICE | INSURANCE | RETAIL | HOME SERVICE | TRAVEL

Automating Inbound Sales Calls

Lead fills web form

Agent is alerted instantly with lead details

Agent clicks to call

Case Study

A fintech business reduced the time taken to establish the first touch point from 24hrs to 15 minutes with Ozonetel.

READ MORE

Implement Customer Self-Service

Customer calls on toll free number

- Delivery status
- Reschedule
- Self pickup

Customer recive the address of the nearest pickup point via automated SMS alert

Case Study

A fast-growing logistics business triples capacity with automation while achieving 40% better operational efficiency.

READ MORE

Automate Outbound Sales Calls

Predictive Dialer

Predictive dialer set at desired ratio ensures faster dialling.

Schedule Retries

Ensure multiple retries before declaring the lead invalid

CRM

CRM integration with screenpop enable agents to see lead information on screen while talking

Multiple Cities

Same number is used by several branches across multiple cities

Toll Free

Inbound calls on toll free number handled on the same platform

Automate Collection Calls

Outbount IVR dialer

IVR dialer automatically calls and relays message to customers

Personalized Calls

Database integrations ensure that every call is automatically personalized

OZONETEL
Transforming the Customer Experience

+1-855-956-3030 (US) | 1800 123 150150 (IND) | +971-4526-0004 (UAE) | +60-39-2125991 (MY) | +65-31-389148 (SG)

Automate Service Callbacks

Abandoned Call

Calls abandoned in queue

Data Capture

Goes into database

Idle Agent

System detects an idle agent

Power Dialer

Power dialer dials out the phone number in the database and connects to agent

Case Study

An online retailer leverages Ozonetel's platform to create a good customer experience on each one of their 500 daily calls, with less than 20 agents.

READ MORE

OZONETEL
Transforming the Customer Experience

+1-855-956-3030 (US) | 1800 123 150150 (IND) | +971-4526-0004 (UAE)

+60-39-2125991 (MY) | +65-31-389148 (SG)

FINTECH & FINACIAL SERVICE

EDTECH

SAAS & B2B

SUBSCRIPTION SERVICE

Automating Customer Onboarding & Welcome

Customers Onboarding

Customer onboarding with personalized greeting powered by IVR

Self-service IVR

IVR enabled onboarding without agent or customer sucess manger involvement

Idle Agent

Successful onboarding and verification powered by self-service IVR and confirmed with text message to customer

Contact Center Automation Features

- ✓ Auto Dialers

- ✓ No Code IVR

- ✓ Conversational IVR

- ✓ AI based Bots

- ✓ CRM Integrations

Cloud Based, Multi-Mode Auto Dialer

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.

Select a dialer mode as per your compaign goals

This table shows you the advantages of each dialer mode so you can choose whats best for your campaign.

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

Drag & Drop IVR for Low Code Contact Center Automation

In a regular IVR, you need specialized VXML coding skills to make any changes. For making even minor changes, businesses need to contact their System Integrator or employ a specialized IT team. The configurable IVR from Ozonetel is easy to use and does not need any coding skills to create or change. Anyone within your organization can change the IVR setting merely by drag & drop.

Drag & Drop IVR

Create multi-level IVR menus Without writing a line of code

- Enable Self-service

- Automate callbacks

- Setup & change after-hour call routing

- Customize greetings with ease.
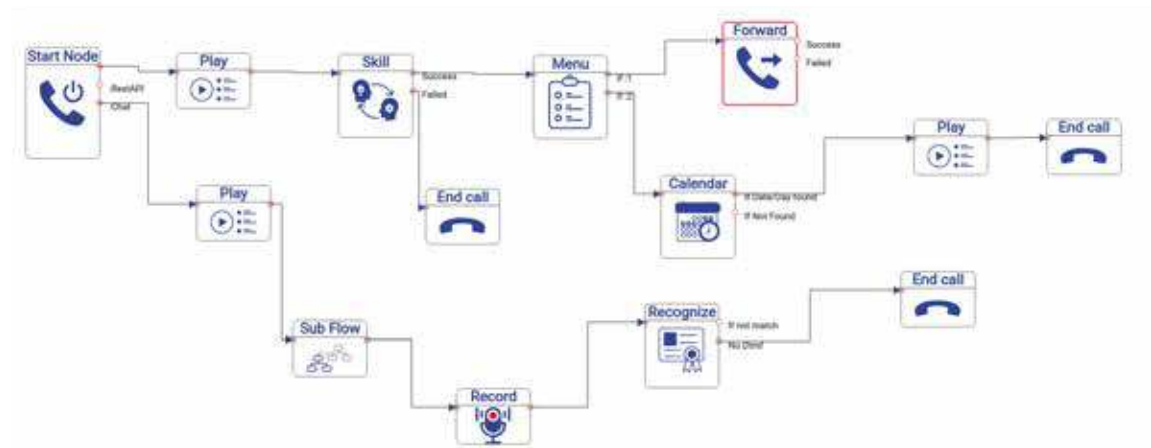
Conversational AI

By automating the right conversations and intelligently routing others to human agents, Ozonetel's Conversational AI helps your contact center respond faster and achieve more while staying deeply human and empathetic.
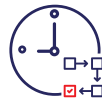
Real-Time Processing

Our bots understand conversations in real time, and prepare responses faster.
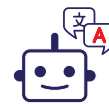
Intent Recognition

Our bots use natural language processing, and our trained to understand colloquialisms.

Continuous Learning

Our bots listen and learn. This reduces errors and helps them handle more complex conversations with time.

Automate call logging with CRM integrations

- No third-party application like Zapier required

- Click-to-call from your CRM window

- Screen pops to automatically display relevant customer data on all inbound & outbound calls

- Automatic call logging. call details & call recordings are automatically stored against customer tickets

Also Integrates with

salesforce   Zendesk   ZOHO

freshdesk   HubSpot

slack   shopify

INTERCOM   B
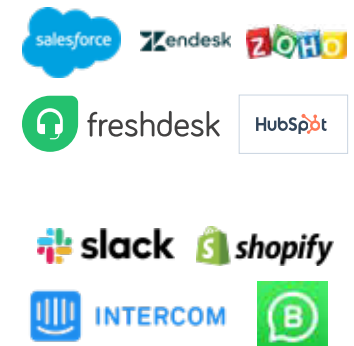
Omnichannel Routing

- Route calls & chats to the right agent in the right department irrespective of channel. Route agents by skill

- Supercharge efficiency with Blended Mode

- Unify customer journeys

Highly Scalable & Reliable

- Scale from 15-20000 agents on the same platform

- 2 billion+ calls on our platform annually

Why Ozonetel?

Switching to Ozonetel is quick and effortless.
Here is why businesses make the move

Using Ozonetel, businesses reduce their total cost of operations by 50%
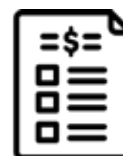
Going live is hassle-free. A full-fledged contact center is set up in 24 to 72 hours.

We get enterprise contact centers deployed within weeks, where other solution providers routinely take months.

It's flexible enough to work with any telecom carrier you choose. You can even keep your legacy SIP trunk or PBX system.

Ozonetel delivers free deployment and go-live services across most of our pricing plans.

wework | TRIBE CONSULTING | RPA ENERGY | MONSANTO

etutorworld Learning by Design | ZoomRx | ELECTRO FINANCE

FIVE STAR TAX RESOLUTION SECURE YOUR FUTURE | Uber | LifeShield | Sugar Plum | Laz Lazada

High Performer SUMMER 2020

High performer
for 4 consecutive years

CATEGORY LEADERS 2019

Auto dialer. preditive dialer &
Call center catagory leader

Capterra TOP20 2020

Capterra's top
20 preditive dialers

Software Advice FRONT RUNNERS 2020

Call center. auto dialer &
Predictive dialer front runner

OZONETEL
Transforming the Customer Experience

+1-855-956-3030 (US) | 1800 123 150150 (IND) | +971-4526-0004 (UAE) | +60-39-2125991 (MY) | +65-31-389148 (SG)

OZONETEL

Transforming the Customer Experience

UNITED STATES

+1-559-888-7084

2880 Zanker Rd Suite 203, San Jose,
CA 95134, United States

+1800-123-150150 (IND)

+65-31-389148 (SG)

+971-4526-0004 (UAE)

Follow us on :

www.ozonetel.com

2021 Copyright Ozonetel