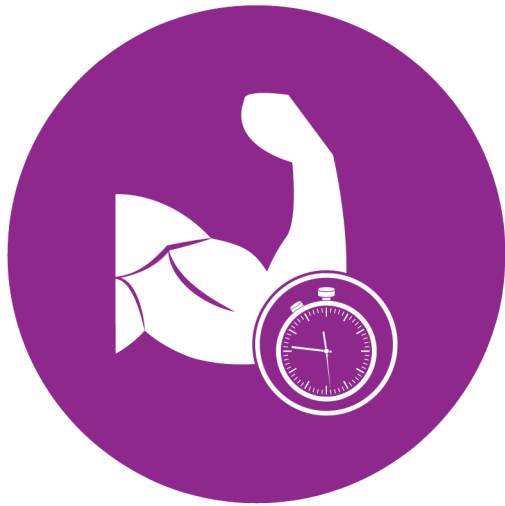




AireContact's
Predictive, Power, and Preview
Dialer Guide





Make more calls with fewer agents using AireContact's *Power Dialer*



Time is money

With a power dialer, your agents can make more calls, in less time. Since agents are not wasting time manually dialing out and looking up customer information before each call, more time is spent connecting to live prospects. Moving efficiently from call to call, your agents will experience improved contact and conversion rates and greater sales.

Focus on what matters

Since the *Power Dialer* makes calls on its own, your agents can pay attention to delivering high quality customer experiences. When it comes to large volume sales and telemarketing, your agents won't get slowed down by manually dialing numbers and looking up customer data in your CRM. Managers become more focused, too. Instead of manually managing call traffic, you can spend your time on high priority issues, increasing sales, and managing your team.



Raise the value of your staff

A power dialer can save you tons of money and add to the value of your staff. That's because your agents will spend more time on the phone per hour. In effective contact centers, staff work by the hour, and every second counts. Why hire more agents when you can achieve the same call volume with a *Power Dialer*?

Make your agents 300% more productive using AireContact's *Predictive Dialer*



Made for high volume call traffic

AireContact's **Predictive Dialer** is made for high volume contact centers where efficiency and speed are most important. It increases the productivity of the contact center in two ways. First, it uses an algorithm to learn how many calls your contact center can handle, and how often. With this information, it can predict agent call length so that when your agents finish a call, there is another call waiting. Second, it screens every call before handing it off to the agent, filtering out unreachable destinations such as answering machines, voice mails, faxes, or wrong numbers. Since only genuine opportunities are transferred in, supervisors can ensure that call time is spent exclusively with live customers.

Add value to every call

Calling costs money, but not every call adds value to your business. For contact centers making thousands of outbound calls, a predictive dialer is an easy way to reduce costs and add value to each call made. This smart, automatic dialer continuously records the quantity and frequency of calls that come into your contact center. The more data it collects, the more efficiently it syncs with your agent call patterns, maximizing their productivity.

Focus on your agents

Since the **Predictive Dialer** makes calls automatically, your agents can direct all of their attention to the mission at hand. Whether that is providing high quality customer service or making a sale, your agents won't waste a second fiddling with their phones. Managers can rest easy, too. Instead of manually managing call traffic, you can sit back and only focus on important issues such as high risk customers or back office activities with the confidence that your predictive dialer is running call traffic for you.





Dial faster without losing the personal touch with AireContact's *Preview Dialer*

Decrease lag, not quality

A Preview Dialer is best for contact centers that desire quality customer interactions. Like other dialers, it automatically pulls up numbers for agents to dial, relieving the agents of the need to sift through customer lists. Unlike other dialers, a preview dialer lets agents place the call themselves. That's because preview dialers are designed to give agents ample time to preview information about each call. It's still automatic, but it ensures that quality is never compromised.



Save time for the important things

A Preview Dialer isn't the fastest dialer out there, but it still saves lots of time. All your agents have to do is review customer information and join the queue. This is useful for customer service centers that perform follow up calls in mass. Your agents can dial out to hundreds of customers without wasting time looking through customer records.

Personalize customer interactions

With a Preview Dialer, your agents can preview customer information before dialing out, and are able to prepare for each call. Customers enjoy receiving calls from agents that talk to them in a familiar way. And managers will enjoy a more satisfied client base.



Dialer Overview

How can you tell which dialer is right for you?

Low Call Traffic

Best Choice: Preview Dialer

A preview dialer is perfect for a low volume call center. It dials prospects one at a time and gives the agent the power to make the call.

Medium Call Traffic

Best Choice: Power Dialer

In medium volume call centers where a predictive dialer might overwhelm your agents, a power dialer is great for picking up the pace of dialing without overloading the queue.

High Call Traffic

Best Choice: Predictive Dialer

High volume call centers truly benefit from the aggressive speed of a predictive dialer. It might lead to some annoyed prospects, but when the goal is dialing lots of people in less time - there is no question that a predictive dialer is the best in the market.

Ease of Use

Best Choice: Power Dialer

Our power dialer is pretty simple and straightforward. All you have to do is decide what kind of calling mode you want, and how many lines you want it to dial. It is typically the easiest dialer to use.

Number of Calls

Best Choice: Predictive Dialer

A predictive dialer will call more prospects than any other dialer. But it's important to note that you will experience telemarketer delay, and some customers might find your call disruptive and impersonal.

Customer Satisfaction

Best Choice: Preview Dialer

A preview dialer is designed to increase outbound sales, without compromising the personal touch. By giving your agents a quick preview of the call prospect, they can prepare for the call without wasting time.

Automated dialers are the most effective way for call centers to increase live connection rates and generate leads. We hope this cheat sheet helps you accomplish your business goals.

[CLICK HERE TO GET A DIALER TODAY](#)