# Sytel solutions
# outbound voice

outbound voice

### Types of dialing

Sytel's dialer, Softdial Plugin®, offers preview, progressive and predictive dialing. Depending upon the requirement, these modes of dialing can be easily switched between.

There's nothing difficult about preview and progressive dialing, but predictive dialing is another story!

### Call progress detection

This is the easy bit. A predictive dialer will try and screen out all calls other than live calls. Sytel provides software and functions to allow this to happen. But despite many industry claims, this is not an exact process. Some calls such as faxes, modems and many voicemail systems can be easily detected with minimal delay for the call. Some other calls, especially answering machine detection require some seconds to try and work out whether a call is a person or a machine. This software is available with Softdial Plugin®, and its rated performance is as good as any in the industry. But all users should proceed with caution since the time taken on detection is the time that you are expecting a person to stay on the line, wondering who is trying to call them. If call quality really

matters, then this kind of detection may be best turned off.

### The pacing engine

And this is the really difficult bit. The real key to good predictive dialing lies in the quality of the dialing algorithms. Despite the onset of compliance, most dialer design has hardly moved out of the Model T era! But excellence in dialer design requires huge effort. Sytel has put many man-years of development into its dialing engine, known as the Virtual Event machine (VEM)® It is a specialist simulator engine that was designed specifically for the outbound market.

All the user does is to specify a maximum target for abandoned calls and leave the rest to VEM®. It then achieves, continuously, the maximum dialing efficiency for that rate of abandoned calls. No calls left in hold queues, no other bad habits such as hanging up quickly on unanswered numbers. The supervisor then gets on with managing the campaign itself and just ignores the dialer which manages its own pacing, with no outside interference!

VEM continuously monitors all events that are part of the dialing process. And it continuously reruns its calculations to update the dialing rate. Because of the power of VEM, simulating at up to 40 million calls a second (yes, a second) this happens in milliseconds only. See Figure 1 for an example of how it responds immediately to changes in campaign conditions.
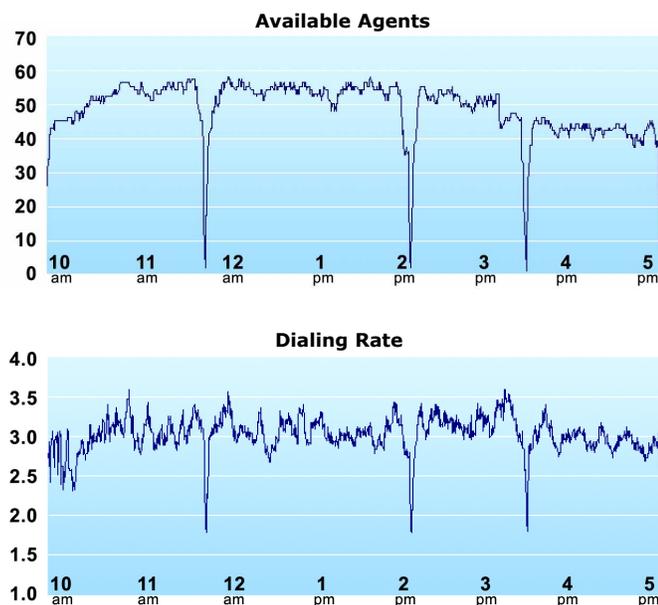
**Available Agents**



**Dialing Rate**



Figure 1. Instant pacing response to changing conditions

sytel

### Compliance

Sytel has led the world for many years on compliance. It has worked with the regulators in many countries to help bring in responsible controls for dialers and even today is the only vendor to actually enforce compliance in its product.

This means for example that if you are dialing under rules set by either the FTC in the USA or Ofcom in the UK, then Sytel enforces compliance and you don't have to worry about non-compliance.

### Choosing the right dialer

There are two things to be aware of. If you are paying good money for a predictive dialer, then remember that what you are really paying for is the extra talk time per hour that predictive can produce over progressive dialing. It is entirely reasonable to ask any vendor to give you a free trial or take you to a site where you can measure this.

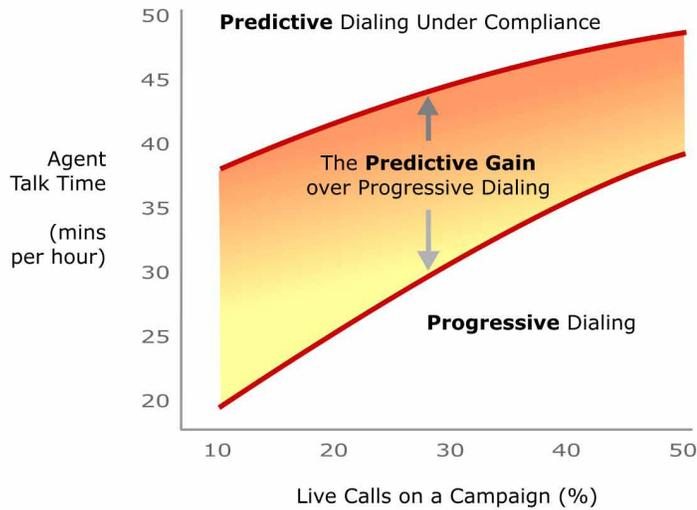Any dialer worth its salt can easily switch between progressive and predictive modes so that you can measure the difference. By all means go on a reference visit, but until you can see this test carried our properly, there is a good chance that you don't really know what you are buying.

Take a look in Figure 2 at the kind of 'predictive gain' that the Sytel Dialer produces on a typical telemarketing campaign with 20 agents. But the catch is that if the design is anything less than excellent, then only a small part of this gain will be achieved, because the dialer will quickly use up its small quota of allowed nuisance calls and then have to revert to dialing progressively.

### Compliance conformance.

As well as understanding the 'predictive gain', you need to be sure how it was achieved. Were compliance rules followed? Make sure you know your local rules, or what best practice rules are and then ask some searching questions. Look for clear evidence that rules are actually followed. For example are abandoned calls measured in the right way? If you are not sure how to check compliance or what your rules are, then always feel free to ask Sytel. Just remember that unless you can be quite sure that compliance rules are being adhered to, you will have no way of doing a proper evaluation.

### Further information

If you want to explore this subject in depth and understand better what singles Sytel out from the crowd, contact your Sytel representative and ask for access to their specialist web site on predictive dialing.

Figure 2. The 'predictive gain'

---

Since 1997, Sytel Limited has supplied best-of-breed software components and full-service contact center solutions to systems integrators, VARs, ASP providers and resellers in over 50 countries across the world.

For more information please contact Sytel at:-

6929 John F. Kennedy Blvd.,
Suite 20-201,
North Little Rock,
AR 72116-5339

T:   (877) NA-SYTEL / (877) 627-9835
E:   north.america@sytelco.com
W:   www.sytelco.com