Benefits of using the WombatDialer

Why was our power dialer created?

A power dialer software simply places automated calls when some conditions are met – typically when an agent is available to handle them.

The dialer considers the priority and the skills of the agent and automatically places a call to her. The result is that an agent is available to talk to the customer **as soon as the customer is ready**. This is the key to a successful campaign.

Power dialing is suitable for all type of campaigns, from customer care to general telemarketing to automated reminders (e.g. prescription refills, debt collection warnings, etc.).

Most of modern sales leverage a power dialer software, as a part of an integrated systems created to **contact, connect and close deals**.

Communicate with the right prospects at the right time with a power dialer, generate more sales than other tools can, utilizing features such as advanced list prioritization (recalls), one-click preview dialing, prerecorded voice messaging, and more. **WombatDialer** blends seamlessly with inbound traffic, so that you can achieve high engagement rates for your agents.

After the sale process is closed, the company has also the advantage to gain insight into what works and what doesn't by analyzing the detailed reports generated around every call done by the dialer.

The sweet spot for WombatDialer is probably what is starting to be called **proactive customer care**: using the dialer to help and remind customers before they have to do it themselves. Services like appointment reminders, shipment notifications, automated welcome calls, reorder and prescription refills are highly appreciated and easy to create.

You can run campaigns that can go from fully automated telecasting and reverse IVRs to classic, agent-based outbound campaigns. Campaigns can include customized, voice-synthesized elements that immediately establish a relevant context of the call and that can often lead to a successful case resolution without even using an agent's time.

The power dialer gives managers the ability to create an unlimited number of calling campaigns.

Features like automatic voice-mail and fax drop enable sales representatives to move from one prospect to the next without spending time manually logging calls or manually performing other routine actions: have more conversations with less efforts.

WombatDialer's sophisticated technology seeks out the best prospects and ensures that sales reps spend more time selling to prospects than simply placing blind calls.

Using a phone dialer to increase call volumes can improve the overall sales performances, but it is not as important as having meaningful conversations that lead to qualified opportunities.

Also it is more important to call new prospects before the competition.

With intelligent scheduling to assure immediate response, sales reps are able to respond within seconds of an inquiry from a prospect. Afterward, you can track how well your organization communicates with new leads.

WombatDialer can blend inbound and outbound calls and delivers inbound calls to reps as they move through records in a dialer list so that reps are never left wondering what they should do next.

Advanced inbound routing ensures that inbound calls are quickly answered by the most qualified reps.

In addition to this it follows up automatically. Most organizations only call their prospects a few times before they disappear from the sales cycle. With this kind of software you can ensure that reps are pursuing their prospects by automatically scheduling follow-up calls through configurable call-reschedule logic. All activities are tracked and made available through detailed reports.

Detailed native reporting enables managers to see where reps stack up and examine trends.

The return on investment using a power dialer is clear when the call-center agents dial numbers manually or uses a click-to-dial process.

Agents that do manual dialing achieve around 10-15 minutes talk time per hour. This is due to all the time that is wasted:

- Dialing the phone number
- Manually positioning calls
- Listening to voice-mails, busy tones and no-answers
- Leaving voice mails messages
- Scheduling call-backs

The benefits are quantifiable in 200% - 300% more productivity per hour with a WombatDialer dialer campaign versus a casual manual dialing procedure.

Let's analyze in details the different advantages just explained.

Overview of Power Dialer advantages.

No Wasted Calls

The bane of call centers across every industry is *wasting time*.

Uninterested parties, empty households or busy signals don't benefit the business at all. A power dialer is designed to make sure that call center agents are on the phone at the right time with the right people.

Unanswered calls, busy numbers, disconnected lines, and automated answering services are all discarded before ever reaching the agents' ears.

This means less wasted calls and more happy customers.

Easier Lead Management

Most of the power dialers incorporate lead management software into their platforms.

WombatDialer can filter out "do not call" and "blacklisted" numbers, and **process your call lists efficiently**. It is also capable of organizing lead data, sales information, customer history and call back information, which can be provided to agents automatically, easy and fast, by storing them in a CRM system.

Complex adaptive algorithms use this data to obtain a high percentage of successful leads.

More Productive Agents

With less need to manage lists of telephone numbers, call center managers can focus on helping out their agents **improve their customer interaction skills** and coach the team members to deliver a pleasant customer experience. Moreover, WombatDialer uses complex adaptive algorithms to determine precisely when to place calls, considering when agents will finish current calls and redialing the next as soon as they are finished.

This ensures that call center agents are on the phone engaging customers as much as possible.

In other words, agents will not have to spend time waiting for someone to pick up the phone. Combine that with not having to wade through unavailable numbers to reach a live customer, and each agent can easily save up to **three minutes per call** or even more. This can lead at least to a five percent improvement in idle rate per agent.

Agent morale

This is a very important call center issue, whether inbound, outbound, sales or debt collection.

Despite popular thought, often a dialer **improves agent morale**. This is because it helps agents become more successful.

Most sales agents are paid per commission; an auto dialer simply increases commission earnings.

Furthermore, the dialer strips away repetitive tasks such as dialing phone numbers, manual made calls and listening to endless ringing tones.

Most agents wouldn't reverse back to a non-dialer environment once they have worked with one.

Professional and consistent brand

It is extremely difficult to stick to **high service level targets** and standards in a non-automated outbound or blended call center. This is because the individual agents and supervisors have differing

levels of skills, motivation and experience. Different levels of performance can lead to inconsistent service and bad feeling within the agent team. WombatDialer helps smoothing out these inconsistencies and forces discipline onto the team, leading to better results and overall performance improvement.

Keeping data fresh

Data is normally uploaded to a dialer manually or by an automatic process, usually a database synchronization. WombatDialer allows uploading in multiple formats and has a powerful HTTP API that lets you queue calls to be processed in seconds.

The data generally needs to be called very quickly, especially when it consists of sales leads. The power dialer is able to work its way through the data at a very fast pace, ensuring that the leads are kept warm. Furthermore, the dialer automates the process of recycling voice mails, busy numbers and calls not answered. The dialer ensures that a large percentage of leads are followed up very quickly and professionally in a short range of time, increasing the lead sale conversion rate substantially.

WombatDialer is able to run multiple campaigns in parallel, each ow which has a different priority, in order to maximize channel and agent occupation.

Increased Sales

All of the above benefits lead to this: ***increased sales for you***.

With smarter calls, efficient agents, and receptive customers, call centers can see sales double or more with the use of a power dialer. With substantial call utilization rates and low abandonment rates, revenues can soar. Return on investment from this effective technology comes quickly, and profit soon thereafter. It's not just the increased quantity of calls that makes this difference, it's the increased quality. The combined interaction of call analytics and agent efficiency allows predictive dialing software to enhance the call center experience in every facet.

WombatDialer is used in order to effectively implement all this different services shown above.

It offers you a set of ready-to-use components and a monitoring GUI, so that you can create complex solutions in minutes with ease of integration with any Asterisk based PBX.

It works on predefined call lists and can dynamically create them over an API. It shares the load on one or more PBX servers and has a flexible rescheduling logic in order to handle missed calls. It is built to be used with your existing Asterisk PBX and doesn't require separate servers or sets of lines; you can simply add it to an existing system and it will work without disrupting the existing configuration. It can call over VoIP or through the public telephone network. You don't need to be a VoIP expert to run it; you just tell it what it is to be done through its intuitive, web-based GUI and it will take care of the details.

All this and much more is **WombatDialer.**

Discover now how it can improve your campaigns and call-center business:

TRY IT FREE

Visit WombatDialer.com for more about WombatDialer.