



## CATI Dialer Solutions From Sytel Limited

Established in the 1990's Sytel Limited is a UK based company focused on the design, development and integration of call centre solutions using its open, scalable Softdial contact centre software.

Designed particularly with the needs and requirements of the market research industry in mind, our customers are international with users in more than 30 countries around the world.

Using our open and robust API's Sytel has a well proven integration with NIPO's CATI software, providing a wide range of features including:

- Supports predictive, preview and progressive dialing.
- Manages inbound calls through sophisticated ACD features.
- In predictive campaigns has proven track record of compliance with the toughest standards.
- Scalable from 10 – 2000 users.
- VoIP ready – reduced call costs – fast to deploy- easy management.
- Supports mobility - distributed and home working.
- Remote management capability.
- Powerful and easy to use scripting tool available.
- Call recording – blanket or selective.
- Message playback.
- Real-time reporting.
- Easy integration of IVR if required.
- Monitoring and coaching of live interviews.

The Sytel advantage;

For some years the mantra in market research has been that predictive diallers in this sector work to different rules from those in say telemarketing and require different design methodology.

It's a nice marketing message but has never been true. Sure talk times are longer in market research and predictive diallers need to be more responsive to agent requests to take breaks, particularly after a 20 minute call, but predictive dialling well done is ..well, predictive dialling.

From a pure dialling perspective, predictive diallers do two things (aside from offering facilities such as call recording).

They launch and manage calls and often attempt to screen non-live calls away from the agent. There is no rocket science in this and the benefits in terms of improved agent talk time, compared with other forms of dialling are usually small.

Secondly then there is the black magic of predictive algorithms. As many agencies will know if your talk times are long, say in the 10-20 minute range then the advantage of going predictive is likely to be very low. But when random sampling is done and especially at lower talk times than this, the black magic starts to justify itself.

The big question for many agencies is figuring out when the benefits are worth it. It is possible to draw up rules of thumb, but there is a better way. Most suppliers of dialling equipment provide not just predictive options but other dialling options also, e.g. progressive, which use one trunk per agent and where there is no chance of nuisance calls being made. The best strategy for any agency is to start with progressive or preview and then ask for a free trial of predictive to assess the incremental benefits, and then do their cost benefit analysis.

Prior to 2006, many diallers in the UK were being used well outside reasonable compliance rules, for example with called parties being put into hold queues for many seconds, or excessive abandoned calls. For example in the UK, given potential fines of up to £50,000, this is no longer a viable strategy and benchmarking or trials need to recognise compliance rules.

So will this change how predictive diallers are used in market research? Legacy diallers and/or diallers that haven't been designed to work under compliance are unlikely to offer any real benefit in the new world that Ofcom and other regulators are asking agencies to work under. Well-designed diallers will cope but not when most interview times exceed ten minutes and/or there is a high response rate.

Agencies are rarely dialler experts but need to be asking more questions of their dialler suppliers than they have in the past to ensure that investments they make have a genuine payoff – in this new world. And in unregulated markets – from a market research perspective – it also pays to think compliance. Continuing to use diallers well outside compliance rules is not a sound strategy and invites a draconian reaction from regulators. This is particularly true of the US where, unlike the UK, regulators have, so far, left market research unfettered – but for how much longer?

Sytel is always happy to provide free access to its predictive option so that customers can determine for themselves which campaigns will benefit, whilst assuring themselves that such additional productivity is not gained at the expense of lots of nuisance calls.

No solution in the CATI marketplace has the range of features that Sytel's product can offer. To find out what we can do to power your NIPO CATI solution just ask for a free trial. Or ask to talk to some of our users.

For a quotation, free trial or more information call Sytel Limited - +44 (0) 1296 381200 or email [info@sytelco.com](mailto:info@sytelco.com)

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