

Sytel presents



# dialer Favourite Stories

**Some** published comments from other dialer vendors are rather like fairy tales in their stretching of the truth and downright fantasy. Here is Sytel's attempt to debunk some of the tall tales out there.

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*"...Dialing paced by individual agent and campaign..."*

**Sytel** says:

Predictive dialing cannot be based on pacing for individual agents. Fact!

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*"...The company's solutions provide 100% accurate answer detection, 100% of the time."*

*"...our ability to deliver at least twice as many calls as other predictive dialing solutions..."*

*"Our solutions improve agent productivity by more than 20% compared to other industry leading dialers."*

**Sytel** says:

Let's take the first point. There are leading brands in the US who are well-known for claiming high 90s - but this vendor goes the whole hog. When we discussed these claims about detection with one of the regulators, who can reasonably claim to be a world expert in this area, his sole comment to us in writing was "preposterous"

As for other claims, well we have just one word too - "ludicrous".

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*"...proven predictive dialer algorithm to start dialing on multiple simultaneous lines per agent just before they are ready, to maximize productivity, passing them the next call the moment they are ready."*

**Sytel** says:

What this proven algorithm does is to deliver up zero wait time between calls, which means a nuisance call rate in the stratosphere. Sort of redefines the meaning of the word 'proven'

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*"Choose from up to 7 pacing methods..."*

**Sytel** says:

Only seven? So the supervisor sits there figuring out which method to use!? Supervisors never know best, and if you given them seven choices, be sure they'll get it wrong as conditions change. The only dialer worth anything is a self-adjusting one that relies upon the power of sophisticated algorithms to figure out what to do.

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*"The market-leading hosted predictive dialer - with easy-to-use settings for calls-to-agent ratios..."*

**Sytel** says:

If it is market-leading, then why is it that supervisors are being asked to set call to agent ratios. This is a hallmark of crude dialing at its best.

*" Idle time has been reduced from 50 to 5 seconds."*

**Sytel** says:

Just ridiculous; does anyone believe this stuff??

*"If you have to comply with Federal Regulations on dialing, then you cannot use predictive, because there is no benefit "*

**Sytel** says:

This is our favourite.

This beauty appeared on a web site a few years ago. Major call centre vendor but with limited experience of outbound. They were just being honest about the efficiency of their own algorithms under compliance.

So we wrote to them and said if they used our algorithms they would get some solid benefit. Silence; then three weeks later the offending web page disappeared. Months later press releases claiming great dialing performance under compliance.

If it aint any good, don't tell your customers. Make sure they know you are always the best!



*"...This allows for maximum call center efficiency and can improve overall contact rates by as much as 400% over manual dialing."*

**Sytel** says:

Oops! Just pick a number. Maybe it will be 500% next time.

*"...as much as 300% over manual dialing."*

But why make a comparison with manual dialing; how many serious call centers do that any more? It's like saying that a new car provides x% better fuel efficiency than a Model T Ford.

*"Our miraculous Call Center predictive dialer system radically improves the potential of call center agents through its vested features. Our Predictive Dialers are the most intelligent automated dialing system endowed with the most sophisticated and versatile technology to compete effectively and succeed."*

**Sytel** says:

We love this dialer! The marketing guy who wrote these words had a checklist of superlatives that he was determined to use. And no doubt about it, another world's best - but we searched their website in vain as to how such a claim could be backed up.

*"Campaigns using predictive dialing can average agent productivity of 50 minutes per hour and nuisance ratios of three percent or less"*

**Sytel** says:

Well yes, but extremely(!) rarely, especially for this dialer that we often come up against.. Fact is that if you work under a compliance regime with a 3% abandoned call limit, you will be very lucky with most dialers to do better than 40 mins talk time in the hour.

### **So what's the moral here?**

Imagine that you are buying a used car. Would you do so without taking it for a test drive? Of course not. Use your common sense and don't believe any claims unless you have a way of properly verifying them - and that applies to us too. Even better, insist on putting products to the test. Any reputable supplier will be happy to work with you to do this.



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