



The Next Gen. Call Center
Best Practices from Lead Gen. Experts

CONVOSOTM

Panelist:

Moderator



Rob Seaver
Executive Director



Heather Griffin
Call Center Advisor



Michael Velardi
SVP and Dialing Manager



Nima Hakimi
CEO & Co-Founder



Polls:



1. What is your current dialer solution? (check all that apply)

- a. Five9
- b. Chase Data Corp.
- c. ViciDial
- d. Xencall
- e. Other

2. What are your biggest frustrations with your current dialer? (check all that apply)





- a. Answering Machine Detection
- b. Caller ID flagging/reputation
- c. Low contact rate
- d. Dropped calls/ Long wait times
- e. Too many outages



Today's Topics:

- How to maximize agent efficiency in this world of virtual operations
- How to make sure you are hitting ROI as compliant leads grow more expensive
- Why it is getting harder to reach your customers with call blocking/flagging and what you can do about it

Why are your calls not getting through?

Telephone Carriers Flagging/Blocking Calls 	Call Blocking Apps 	Consumer flagging/ blocking calls 	STIR/SHAKEN (2021) 
<p>The three major carriers (T-mobile/Sprint, Verizon AT&T) may take one of several actions to flag and/or block calls.</p>	<p>Third party apps that the consumer installs such as:</p> <ul style="list-style-type: none">• Robokiller• Nomorobo• Hiya: Spam Phone Call Blocker• Truecaller• YouMail Voicemail & Spam Block etc.	<p>Consumer may report the calls as spam and/or block calls they perceive as unwanted.</p>	<ul style="list-style-type: none">• Designed to address robocalls• Will require all calls to be authenticated & given an attestation rating (A/B/C).• Rating will impact likelihood of consumer answering the call• Make sure your dialer provider is ready for June 2021 implementation deadline

Solutions to prevent call blocking/labeling

Smarter Outreach Strategies



- Different strategies for low intent vs. high intent leads- **Dial Smarter Not Harder**
- Low intent leads: old school mindset-hammer leads to get someone on the phone
- High intent leads:
 - Omnichannel
 - Smarter Call Cadence
 - Automated personalized voicemail drops

Managing DID's based on call volume and geography



- Use a certain amount of DID's and balance the load based on your call volumes (be smart- don't just get a bunch of DID's)
- Automatic system for DID's that can tell you when a number is being flagged

Presenting your identity in a thoughtful way



- Registering your phone through analytics companies associated with the carriers
- Verified Calls by Google - coming soon!
- Be ready for STIR/SHAKEN - Deadline next summer (2021)



WRAP UP & QA

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Wrap up:



- You can access past webinars on Call Center profitability, compliance and other topics at the Convoso blog www.convoso.com/blog
- Follow Convoso on [LinkedIn](#) to receive notice of future webinars coming in 2021
- Fill out the post-webinar survey for a chance to win a \$200 gift card from Convoso



QA:

Mike Velardi

SVP & Dialing Manager
Resource Marketing
Corporation
mike@imagemaxmedia.com

Heather Griffin

Call Center Consultant
heathergriffin05@gmail.com

Nima Hakimi

Co-Founder & CEO
Convoso
NimaH@convoso.com
sales@convoso.com
www.convoso.com
(888) 456-5454