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## CONNECT

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 MaxcontactAustralia



# MaxContact



# COMPLIANCE VS PRODUCTIVITY

## OVERVIEW

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MaxContact have over 25 years experience across all forms of contact centres and are currently one of the leading solutions in the UK. We are involved in consultations with OFCOM around persistent misuse of dialler equipment and provide consultancy to organisations looking to improve their current compliance strategies. We strive to produce solutions that can help drive compliance through technology where possible, whilst maintaining productivity through our continual improvement strategy, innovative solutions, 'work as expected' development ethic and most importantly, working with our clients.

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*I have always believed maintaining productivity levels while adhering to Regulations is achievable, rather than accepting the misconception it is not possible. Working with our customers we can now announce we have been able to achieve this goal, even, in the most demanding predictive blended environments.*

Ben Booth - Operations Director

## 01 UN-DROPPABLE DIALLING

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Lets start with the main causes of drop calls within a predictive dialling environment:

- Agent Behaviour - Agents logging in and out randomly.
- Inbound calls in a blended environment - inbound calls being passed to agents whilst outbound calls are in place, thus the outbound call drops.
- Over dialling - dialling too fast at times and not reacting to changes or looking at the connect rate of data.
- Poor handling of outbound call placing around break times.
- Inbound calls not being factored into the predictive algorithm.

As much as most solutions claim to factor all these scenarios into their algorithm, they simply do not. We implement sensible features that do not allow people to cause problems, such as, the agent requirement to request to log out of the application. We continually strive to improve productivity, reduce admin overheads whilst being at the forefront of innovation to ensure complete compliance.

Advances in our dialling algorithm can be used even in the most demanding predictive blended environment, bringing the ability for your agents to take and make calls without the worry of drop rates increasing.

These features of MaxContact also mean that your customers should always speak to an agent and your contact centre will comply with Ofcom Regulations. The advance in our dialler algorithm brings us closer to removing 100% of dropped calls from predictive dialling and helps toward future proofing the software from possible Ofcom bans on predictive dialling.

We also have a power/progressive un-droppable blended algorithm which results in zero drop calls, giving you the flexibility to choose the right blend of productivity vs compliance which your business wishes to achieve.

## 02 PROGRESSIVE TO PREDICTIVE AUTO CHANGE

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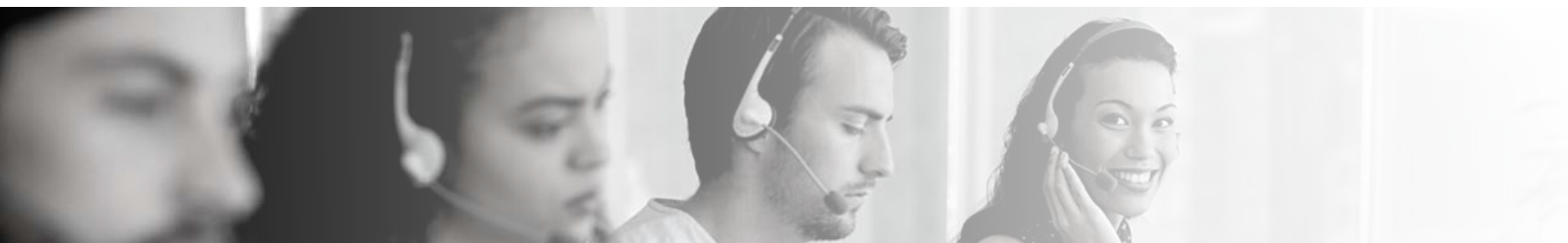
This unique yet simple feature helps tackle breaks and lunch periods where all or a significant amount of agents, log off at the same time. This historically resulted in periods of spikes in drop calls. Now you can set a value for staffing levels that will automatically change the algorithm from predictive to progressive and then back again to reduce the risk of drops and also reduce admin overhead for your team.

**Example:** If the value was set to 10, when the staffing levels drop below 10 agents, the dialler will switch to progressive. When agents log back in and the staffing level goes back over 10, the dialler will automatically change back to predictive.

## 03 AGENTS REQUEST NEXT ACTIONS

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Agents love to cause drop calls in a call centre, the question we asked is why do most systems let them? At the very early stage of MaxContact's development, we built the system to avoid such situations. Now agents must request actions such as "request log off", "request manual dial" and so on. This gives the dialler the capability to move the agents out of the dialling queues at safe times to ensure agent behaviour cannot cause drop calls.



## 04 INDIVIDUAL OUTCOME MAX ATTEMPTS

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The MaxContact solution monitors the number of times we call a client on a per phone number and overall lead basis. This means after X attempts the number and lead will automatically be disabled by the system.

But the MaxContact solution also monitors repeat call outcomes, helping to reduce repetitive calls for specific call outcomes reducing complaints but also increasing productivity.

**Example 1:** Dropped calls are set to have a max attempts of 2. This would mean if MaxContact dropped a call to the same number twice concurrently, we could deactivate (or perform an action) on that number or record reducing customer annoyance.

**Example 2:** Operator set max attempts to 3 and recall to 1 day. If the MaxContact solution detected 3 operator outcomes to the same number, it will deactivate the number. This stops, unlike most systems, calling dead numbers a significant amount of times when not required.

## 05 PREVIEW RECALL TIMER

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We all know you cannot call drop calls within 72hrs and that you cannot call answer machines back the same day. However you can, if you guarantee the presence of a person, which can be done by switching the record from predictive to preview dial. Our Solution can automatically mix-mode, predictive and preview and can switch records to be preview called in a predictive campaign which guarantees the presence of a user. This can be used for compliance or other situations such as imported high value web leads.



## 06 ANSWER MACHINE DETECTION

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This was a hot topic a few years ago mainly around the use of AMD and the false positive rate resulting in silent calls. We have achieved a safe harbour adhering to the 2 second Call Progress Analysis (CPA) rule whereby if there is any doubt in detection the call is passed through to an agent. Because of this and all the other features mentioned in this document we believe we have eliminated silent calls. Allowing the use of AMD and its significant productivity improvements.

## 07 SILENT CALLS AND AUTO MESSAGING

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There is a complete avoidance of silent calls, either from dropped calls or false positive detection as a message will always be played to the end user in line with OFCOMs recommendations. When a dropped call occurs, the system automatically plays a drop call message to the customer when they answer. Constant use of this may still incur OFCOM investigation, however.

There is currently no possible way the MaxContact solution can produce a silent call. The only way this could occur is if agents are not speaking or muting the user when the call is passed through. This can be avoided by general live coaching and monitoring from the QA section of the system.



## 08 DNC OPTIONS

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All our calling platforms sync internal DNC lists and the integration can be done with your data suppliers for bi-directional DNC sync. This ensures data is not only checked against TPS but also checked against your own internal DNC list for campaigns. If a person has been added to the DNC list, for example, 9 months ago and the data comes back through, even though the client is not on the TPS list, that person will still not be imported again if required. With an automatically timed deletion process that suits your business requirements.

There is a self-service 'add DNC process' available within our IVR editor. If a client calls back, they can add themselves to the DNC list without having to speak to an agent. This will automatically deactivate all records and numbers associated to them in the system, reducing agent interaction and average handle time on such requests.



## 09 BENEFITS AND SUMMARY

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MaxContact is the most compliant and productive dialler solution on the market today, the features currently in place and our continual improvement strategy to provide useful features not available on any other platform, mean we are always at the forefront of the industry, giving you a competitive advantage.

The MaxContact solution not only allows clients to adhere to Ofcom regulations but goes above and beyond in actively trying to reduce the reasons for complaints.

We continue to work with responsible customers in developing new technologies to drive a gold standard in compliance while maintaining the desired productivity expected in the use of an automated calling platform.

If you would like to find out more about this, or any other of our 1000+ unique features that make us different from the competition, get in touch and find out how we can help your business.



HM Government  
**G-Cloud**  
Supplier

