Contact Center Automation
- Multimedia Recording & Scoring
- **Blended Dialing & Campaign Management**
- Network-based Pre/Post-Call Routing

IP Telephony

Enterprise Messaging

Self-service Automation
- IVR
- Web, KM, & ERMS

The Product

Interaction Dialer® is an outbound dialing and campaign management solution offered as part of a unified communications software suite. It's ideal for contact centers, teleservices firms, and internal and external collections/credit operations.

Interaction Dialer® provides power, preview and predictive dialing; single and multi-site campaign management; a patented campaign staging algorithm; graphical script development; inbound/outbound call blending; reporting; real-time supervision; and outbound IVR.

www.inin.com/Products/Dialer

The Test

A national retailer elected to test outbound dialer products in order to identify the best solution for its collections and credit division.

The retailer tested Interaction Dialer®, part of a unified communications software suite, along with outbound dialers offered as part of product portfolios from Aspect and Avaya.

The Results

Of the three metrics tested, results showed the following (see chart):

- Idle Time Percent: Interaction Dialer® placed first at 13.72 percent.
- Connect Percent: Interaction Dialer® placed first at 63.97 percent.
- Non-Connect Percent: Interaction Dialer® placed second at 32.41 percent.

Based on the overall ranking, this retailer named Interaction Dialer® its "best-of-breed" solution, and has since deployed it to successfully provide outbound dialing and campaign management capabilities for its collections and credit division.

Interaction Dialer® Ranks First in Performance Test by Major Retailer

Interaction Dialer® outperforms Aspect and Avaya dialers, proving "best-of-breed" while eliminating integration headaches

About the Retailer

This national retail firm has been in business for more than 40 years and, today, is one of the fastest growing retail chains in the U.S. The retailer is now publicly traded and employs more than 1,500 people who provide services that help support both an online presence and more than 800 stores nationwide.

Summary

The best dialer solutions keep agents on the phone as much as possible – but that's not the only criteria to use when choosing a dialer. If the solution doesn't integrate seamlessly with the rest of the organization's communications technology, and if it comes as part of a product portfolio made up of third-party solutions, then high performance comes at a high cost.

Interaction Dialer®, the single-platform outbound dialing software from Interactive Intelligence, doesn't force a choice between performance and integration. Interaction Dialer® has been proven to outperform standalone dialers while eliminating integration headaches.

In a recent performance test conducted by a major national retailer, Interaction Dialer® outperformed outbound dialing solutions from both Aspect and Avaya. The test results convinced the retailer to use Interaction Dialer® for outbound predictive dialing within its collections and credit division.

Software suite is complete dialing solution

Contact centers, teleservices firms, and collections operations that need to deploy an outbound predictive dialing solution may feel compelled to select a standalone dialer that, despite requiring costly and complex integration, claims to offer "best-of-breed" advantages.

Interaction Dialer® is part of a unified communications software suite, providing power, preview and predictive dialing, outbound campaign management, and inbound-outbound call blending. Interaction Dialer® runs atop a common communications platform alongside the other Interactive Intelligence applications – such as PBX/IP PBX, automatic call distribution (ACD) and interactive voice response (IVR) – thus eliminating integration and providing a single point of administration and true "end-to-end" reporting.

This unique architecture contrasts sharply with the typical "product portfolio" approach based on an acquisitions model, which provides dialer functionality that relies on third-party vendor products and complex integration to succeed.

Retailer needed to identify best-of-breed dialer

In the midst of double-digit growth, the retailer wanted to maximize the operational efficiencies of its collections and credit division by ensuring it used the best automated predictive dialing system for "right-party" customer contacts and faster payment arrangements. To accomplish this, the retailer set out to test several dialers to determine which most accurately identified calls and provided live parties to the collections agents in a timely and efficient manner, while managing an acceptable level of customer abandons and agent idle/wait time.

Product requirements included the ability to manage inbound/outbound blending, multiple and/or remote site connectivity, virtual agent functionality, messaging campaigns, facsimile messaging, e-mail messaging, preview or delayed dialing capability, and business continuity.

The retailer selected three products that met its requirements for a real-life, head-to-head comparison. These included the Interactive Intelligence outbound dialer product, Interaction Dialer®, as part of the vendor's unified communications software suite, along with product portfolio dialer solutions from Aspect and Avaya.

The three metrics tested were: Idle Time Percent (percent of total time agents spent waiting for a call); Connect Percent (percent of calls routed to agents where they were connected to a live caller who they talked to); Non-Connect Percent (percent of calls sent to agents that were not productive, including hang-ups, no response, and undetected answering machines).

Each of the dialers was tested for one week, managing the retailer's outbound collections calls made by approximately 30 agents.

Following the test period, results showed that Interaction Dialer® performed best in the Idle Time category, keeping non-productive time down to 13.72 percent.

This measure was most significant, according to the retailer, based on the benefit of maximized revenue generation.

The Connect Percent metric showed Interaction Dialer® also placing first by delivering right-party contacts to agents 63.97 percent of the time. The product placed second in the Non-Connect Percent metric.

The test results convinced the retailer to use Interaction Dialer® for outbound predictive dialing within its collections and credit division.

Interaction Dialer® provides superior outbound dialing, with lowest idle time

Based on overall test results, the retailer selected Interaction Dialer® as the product that best met its business needs.

The retailer's test of Interaction Dialer® shows that businesses can get a true "best-of-breed" outbound dialing solution from a single-platform, unified communications software suite without sacrificing cost savings, ease-of-management, or scalability.

Vendor	Connect %		Idle Time %		Non-Connect %		Overall Rank
	(higher is better)		(lower is better)		(lower is better)		
Company A	59.52%	3	14.29%	2	28.03%	1	2
Company B	62.10%	2	14.40%	3	34.21%	3	3
Interactive Intelligence	**63.97%**	**1**	**13.72%**	**1**	**32.41%**	**2**	**1**