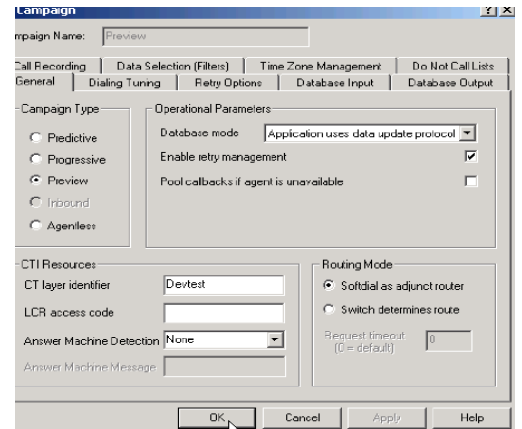




# CentricDialer™

**CentricDialer** is an integrated predictive dialing capability, available from Centric for use with the Centric 'Hosted' Multi-Tenant Multi-Media Contact Centre solution. CentricDialer gives Centric users access to state-of-the-art predictive Dialing technology combined with the very latest in campaign management tools. This allows contact centre managers to maximize the efficiency of their operations by taking advantage of both inbound and outbound calling capabilities.

Continuing Centric's tradition of contact centre leadership, CentricDialer is based on new generation soft-dial technology. In addition to providing the highest level of integration possible between Dialer and ACD, CentricDialer's soft-dial technology results in far better performance than legacy Dialing techniques. By using massive call simulation instead of legacy techniques like agent-based pacing, mathematical modelling, and neural networks, CentricDialer yields higher agent productivity with fewer nuisance calls. This allows US-based companies to be in compliance with the Federal Trade Commission's new regulations that limit abandoned calls, without sacrificing agent productivity. And with CentricDialer's user-friendly Campaign Manager component, contact centre managers can set-up, monitor and adjust outbound campaigns with unprecedented ease, all in a single, unified platform.



*CentricDialer's easy-to-use Campaign Manager screens allow you to point to any ODBC- or OLE DB-compatible database to initiate a campaign.*

## Achieve Compliance While Maintaining Agent Productivity

- Specify Dialing parameters including the abandoned call rate in order to be in compliance with Ofcom regulations.
- Achieve abandoned call rates as low as 1% without sacrificing agent productivity.
- No predictive hang-ups on ringing calls.
- Immediate hang-up on abandoned calls-no dead silence waiting for agent.
- CentricDialer can comply without reducing agent productivity.

### CentricDialer Benefits

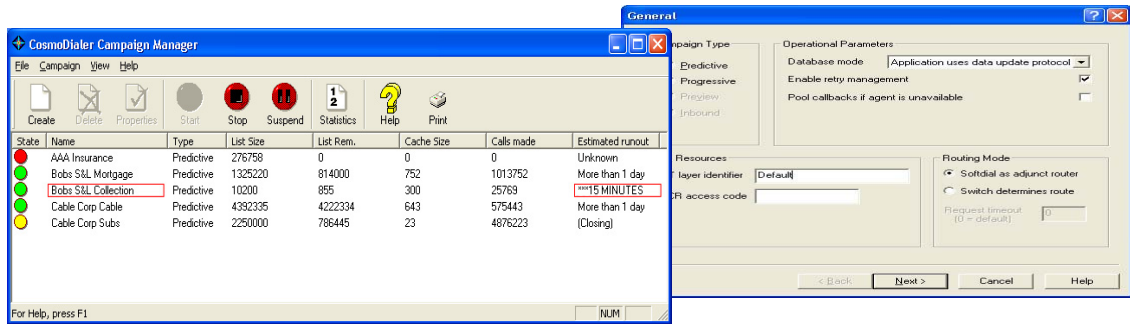
- Virtually unlimited agents per campaign
- Virtually unlimited simultaneous campaigns
- CentricDialer Dialing engine simulates up to one million calls per second to determine optimum Dialing rate
- IP-based Live Call Detection accurately detects answering machines and aborts those calls
- Agents may be removed from pool at any time without risk of extra abandoned calls
- Automatic pacing, at all times, even if agents log in and out of a campaign

### Campaign Manager Benefits

- Supports standard databases, including SQL, Access, and Oracle
- *Intelligent Call Management* tracks call history to optimize future call record selection
- *Time-of-Call* enables CentricDialer to be set for specific time redial
- *Number-of-Attempts* specifies maximum redial attempts
- *Secondary Dial* allows alternate number to be used if primary unsuccessful
- *Status-based Dial* provides for efficient list clean-up



## The Hosted Multimedia Contact Centre



CentricDialer's GUI allows for robust and intuitive management of campaign parameters.

### Eliminate Silent Calls

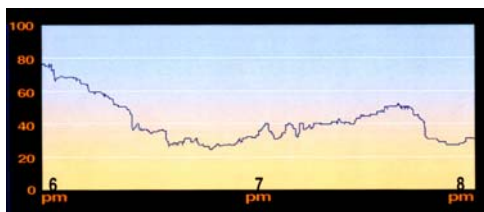
CentricDialer is uniquely able to minimise silent calls by means of a state-of-the-art technique known as massive call simulation. This CPU-intensive technique is all but impossible to implement on CPU-constrained legacy systems, relegating such systems to rely on crude mathematical models or inefficient agent-based pacing methods. CentricDialer calculates dial rates that deliver both high agent productivity and the industry's lowest abandoned call rates through Dialing precision that only its next generation algorithm allows.

Abandoned calls are further minimised with Centric's patent pending IP-based Live Call Detection. The solution, the first that works entirely in the IP domain, is gateway-independent, allowing centric customers to deploy the CentricDialer with the off-the-shelf voice over IP gateway or Void service of their choice.

With IP-based Live Call Detection, field results have shown that answering machines can be recognized correctly more than 90% of the time. Legacy detection techniques often achieve only 70% accuracy.

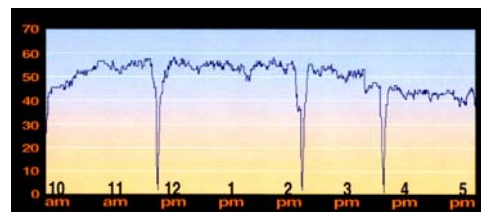
### Predictive Dialer Performance

#### Live Calls



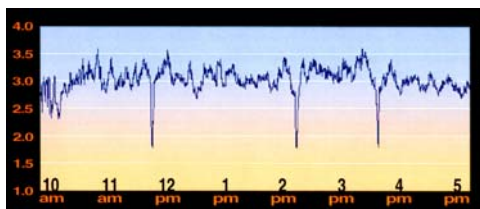
CentricDialer adjusts instantly to dynamically changing live call rates.

#### Active Agents



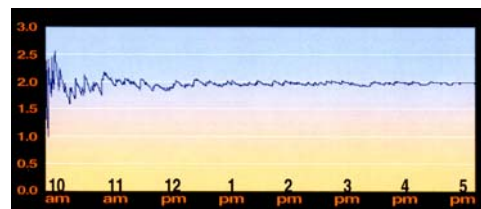
The number of active agents varies during the day, sometimes rapidly and profoundly.

#### Dialing Rate



The Dialing rate is updated in milliseconds as campaign data changes.

#### Abandoned Calls



CentricDialer is so precise that it automatically finds the abandoned call target and stays within a few percentage points throughout the campaign.



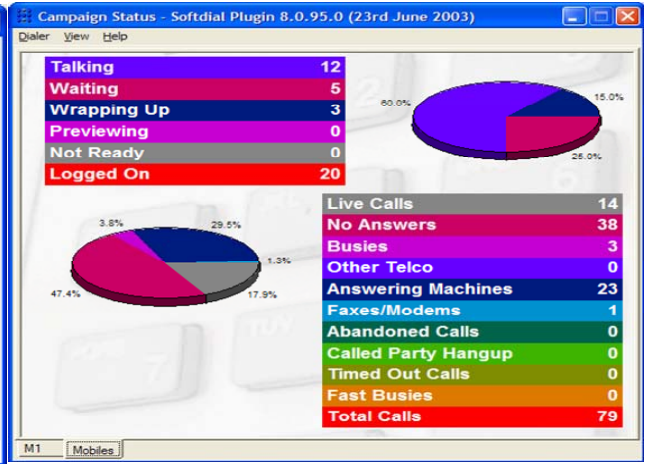
The Hosted Multimedia Contact Centre

## Real-Time Reports

### Campaign Status Viewer

- Real-Time status of all campaigns.
- Real-Time status of agents.

Agent Name	Logged (h:mm:ss)	Completed Live Calls	Talk (mm:ss)	Wait (mm:ss)	Wrap (mm:ss)	Pi (tr)
Mack Strathdee	0:10:11	9	30:27	00:14	07:18	
Sidney Durnian	0:10:18	8	38:03	00:13	06:39	
Elaine Couper	0:10:23	8	37:40	00:13	05:17	
Tracy Connelli	0:10:15	7	36:02	00:17	05:42	
Margaret Connell	0:10:17	8	35:55	00:14	06:45	
Holly Templeman	0:10:18	5	28:51	00:18	05:33	
Wendy Trevally	0:10:20	8	37:49	00:15	05:55	
Perry Graves	0:10:22	6	38:38	00:12	05:12	
Kenneth Dyer	0:09:55	5	32:09	00:16	05:48	
Rebecca Collyer	0:10:18	9	33:27	00:17	06:39	
Nina Dyer	0:09:58	3	34:24	00:19	06:16	
Rose Dewsbury	0:09:59	6	33:33	00:16	05:43	
Seth Cauthy	0:10:00	9	32:12	00:14	05:46	
Lesley Judge	0:10:02	7	36:53	00:19	05:24	
Tilly Hall	0:09:57	6	43:46	00:17	03:52	
Sian Cable	0:09:58	8	36:33	00:14	06:51	
<b>Summary</b>	<b>2:56:07</b>	<b>138</b>	<b>35:53</b>	<b>00:16</b>	<b>05:59</b>	



Start Time	Run Time	Agent Time	Sales	Refusals	Callbacks	Unworkable	Conversion %	CPH	SPH	Talk %	Wrap %
Test Campaign	N/A	N/A	0	0	0	0	0	N/A	N/A	N/A	N/A
C2(Q2)	N/A	N/A	0	0	0	0	0	N/A	N/A	N/A	N/A
C3(defaultqueue)	18:08:17	117:55:27	7073.3	2	2	1	23	50%	0	0.16%	0.12%
<b>TOTALS</b>	<b>0</b>	<b>0</b>	<b>7073.3</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>23</b>	<b>50%</b>	<b>0</b>	<b>0.16%</b>	<b>0.12%</b>

Start Time	Run Time	Agent Time	Sales	Refusals	Callbacks	Unworkable	Conversion %	CPH	SPH	Talk %	Wrap %
Start Time	19:00:17		2	2	1	23	50%	0	0	0.16%	0.12%
Run Time	117:57:40			2	1	23		0	0		
Agent Time	7075.6										
Avg Sale	00:35	Current Agents	1								
Avg Refusal	00:02	Available	1								
Avg Callback	00:03	In Call	0								
Avg Unworkable	00:25	Wrap-Up	0								