

Centric launches “Hosted Predictive Dialler”

improves the quality of service, maximises agent productivity, and increases revenues

Centric integrated predictive dialler, CentricDialler. With dialling precision that only its next generation algorithm allows, CentricDialler is able to calculate dial rates that deliver both agent productivity and the industry’s lowest abandoned call rates. By contrast, most legacy diallers are able to deliver only one or the other.

CentricDialler’s all-IP design allows for unprecedented return on investment (ROI). Clients benefit from national and international LCR and can easily distribute agents to cheaper offshore facilities. CentricDialler is self-contained and does not rely on an external PBX (private branch exchange) or other expensive legacy hardware. Blending inbound and outbound on a single platform enables agent inactivity to be virtually eliminated.

“With today’s lean budgets, contact centres are looking for new ways to do more with less. CentricDialler’s unique technology provides unparalleled productivity gains compared with any legacy dialler, while providing contact centre managers with an entirely new set of tools to reduce expenses,” said Mark Venum, marketing Manager, Centric.

CentricDialler is an add-on component to the Centric all-IP contact centre platform. CentricDialler fully integrates predictive dialling functionality with Centric’s IP-based Automatic Call Distributor (ACD) for a seamless soft-dial solution.

CentricDialler’s superior performance versus legacy diallers is achieved 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.

There is increasing pressure on the outbound dialling industry from trade groups and legislators to reduce abandoned calls. While most legacy diallers will struggle to meet these new requirements, CentricDialler has been designed with them specifically in mind.

CentricDialler enables service providers to offer predicative dialling as a value-added network-hosted service. For service providers already offering other Centric network-hosted services, CentricDialler is a natural complement.

About Centric

Centric is one of the UK’s leading innovative communications companies. It provides fully managed, multi-tenant, “Hosted” multi-media contact centre solutions to business customers, as well as services to telecoms carriers, mobile operators and other network service providers.

Centric’s principal operations are in the United Kingdom, For more information about Centric, go to www.centriccc.co.uk

Solutions for both small and large businesses

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