

Automated dialer buyer's guide

Maximizing outreach and efficiency with RingCX

How to use this guide

When considering an automated dialer for your business, it's essential to understand the various types available and their role. This guide will help you navigate the options provided by RingCX, focusing on their features, advantages, and disadvantages to help you select the right automated dialer based on your use cases and business goals.

What is an automated dialer?

An automated dialer, also known as an autodialer or outbound dialer, is software that automatically dials telephone numbers from a pre-loaded list. When a call is answered, the system can deliver a recorded message or connect the caller to a live agent. This technology is widely used in call centers to enhance efficiency in making outbound calls, allowing agents to focus on conversations rather than manually looking up and dialing numbers.

Why does a business use it?

Making outbound calls to connect with customers at scale has multiple challenges. Manual telephone number lookup, input, and dialing are slow, time-consuming, and error-prone. Customer and lead lists are challenging to distribute and manage. Unanswered calls decrease your contact center's overall efficiency. Improper execution can also raise compliance issues.

Automated dialers fully manage your call list and efficiently connect live customers to agents. This streamlines the outbound dialing process, eliminating errors, reducing manual work, and ensuring greater success connecting with customers.

What are the different types?

RingCX offers four types of dialers:



Voice broadcast

Dials multiple customers, plays a prerecorded message, and allows them to interact with an Interactive Voice Response (IVR) system, Intelligent Virtual Agent (IVA), or live agent.



Preview

Gives the agent time to review the next call's customer details before manually clicking to dial.



Progressive

Dials the next number immediately from a predefined list once an agent is available.



Predictive

Dials a set ratio of customers (e.g., three per available agent) and connects the call to an agent only if the customer answers.

What scenarios are each dialer suited for?

Each dialer fits different business requirements, as illustrated in this chart:

	Voice broadcast	Preview	Progressive	Predictive
Business goal	Connect rapidly with a large audience	Improve call outcomes by leveraging customer insights	Optimize productivity while ensuring personalized customer interactions	Maximize outbound call volume
Ideal use cases	<ul style="list-style-type: none"> • Appointment reminders • Patient follow up notices • Utility notifications • Emergency alerts 	<ul style="list-style-type: none"> • Fundraising • Financial portfolio discussions • Collections • Targeted, personalized sales 	<ul style="list-style-type: none"> • Appointment setting • Scripted or repetitive calls • Sales, especially upsell or cross-sell 	<ul style="list-style-type: none"> • High-volume sales • Market research • Political campaigns
Daily call volume	Very high	Low	High	Very high
Calls per agent per day	N/A	50-100	100-250	200+
Time between calls	N/A	30 seconds to a few minutes	Seconds	Seconds
Agent impact	N/A	Low stress	Medium stress	High stress
Lead quality	High	High	Medium	Low
Call personalization	Medium	High	Medium-low	Low

What are the advantages and disadvantages of each?

With each dialer having distinct capabilities, this means they also offer different benefits and limitations:

	Voice broadcast	Preview	Progressive	Predictive
Advantages	<ul style="list-style-type: none"> • Initiates multiple calls simultaneously for fast outreach • Reduces costs by minimizing the need for live agents 	<ul style="list-style-type: none"> • Personalizes interactions • Increases conversion rates 	<ul style="list-style-type: none"> • Minimizes time between calls to reduce agent idle time • Ensures a live agent is always available 	<ul style="list-style-type: none"> • Maximizes number of calls per day • Detects busy tones, voicemail, etc. automatically
Disadvantages	<ul style="list-style-type: none"> • Offers no guarantee of connection due to lack of intelligence features • Allows customers to hang up before message ends 	<ul style="list-style-type: none"> • Limits number of calls per day • Increases potential for high agent idle time when reviewing customer details 	<ul style="list-style-type: none"> • Waiting for a customer to answer reduces agent productivity and impacts success rates • Increases agent stress due to limited pre-call insights 	<ul style="list-style-type: none"> • Risks having no agent on the line when customer answers • Delivers less personal interaction at higher agent stress level • Adds compliance challenges

Common metrics used with automated dialers

Outbound call centers use various measures to identify areas for improvement, optimize operations, and enhance agent productivity and customer satisfaction. Typical metrics include:

Abandoned call rate: percentage of calls that disconnect before reaching an agent. A high rate can suggest inefficiencies in the dialing strategy or insufficient staffing.

Answer seizure ratio: percentage of attempted calls that are answered by the customer or prospect, including voicemails.

Average talk time: average duration of connected calls. This indicates how long agents are engaging with customers or prospects.

Calls per agent: number of calls handled by each agent in a given period. This measures agent productivity and dialer efficiency.

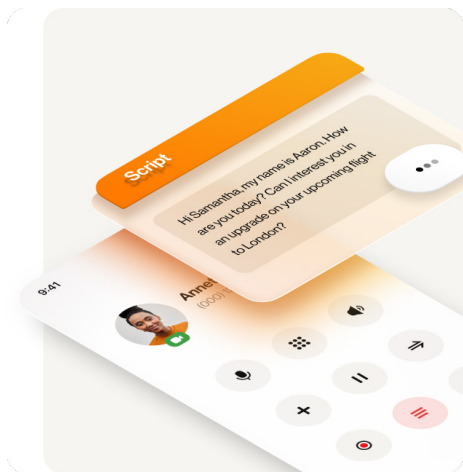
Connection rate: percentage of calls that are successfully connected to a live person. This measures how effectively the dialer is reaching customers or prospects.

Conversion rate: percentage of connected calls that result in a desired outcome (e.g. sale, appointment).

Cost per acquisition: cost of acquiring a new customer through outbound calling efforts.

Occupancy rate: percentage of an agent's logged-in time spent on call-related activities. This shows how efficiently the dialer campaign is performing, with higher rates indicating better use of resources.

What are the compliance requirements for automated dialers?



The telecommunications industry is regulated by industry, state, and federal authorities. These regulations address business processes, including outbound dialer functionality, allowed phone numbers to call, and appropriate calling times. Compliance with these laws is essential to maintain your contact center's good standing. Non-compliance can lead to fines, legal fees, and potentially even business closure. RingCX's automated dialers include three features to help ensure compliance with these rules: Caller ID display, call abandonment rate control, and Do No Call registry support.

Caller ID display

When making outbound calls, you can customize the Caller ID that appears to the recipient. For instance, you can use a local number to increase the likelihood of the call being answered. However, using a false or misleading Caller ID number is against the law.

Caller ID restrictions on the telephone number you display include:

- It belongs to you.
- It is an active number.
- It is connected to an available inbound service that customers can call. This service should be staffed with live agents, an IVR, or an IVA. When the call is answered, you must state your business name and give the caller the option to be added to a Do Not Call (DNC) list.

Call abandonment rate control

The compliance rules for call abandonment rates in the U.S. are governed by the Federal Communications Commission (FCC) and the Federal Trade Commission (FTC). Both agencies set a maximum call abandonment rate of 3% for calls answered by a person. Calls must be connected to a live agent within two seconds of a consumer answering, or the call is considered abandoned. To prevent this, telemarketers often deliver a prerecorded message with their name and contact information in the case where no agents are available to be on the line. Additionally, calls must ring for at least fifteen seconds or four rings before being disconnected if unanswered. These regulations protect consumers from excessive abandoned calls and ensure telemarketers maintain reasonable customer interactions. To help you maintain compliance with these rules, RingCX uses a **Seed Abandon Rate** and a **Target Abandon Rate**.

Seed Abandon Rate represents the target percentage of abandoned calls in the early stages of the outbound dialing campaign. If the Seed Abandon Rate is reached, the dialer will automatically slow down. The recommended maximum value is 3% to match FCC and FTC requirements.

Target Abandon Rate works similarly, but it considers the predicted future abandon rate based on call history and the actual abandon rate. The algorithm requires two rolling hours of dialing to take effect. Like Seed Abandon Rate, the recommended maximum value is 3%.

Do Not Call registry support

Adhering to Do Not Call (DNC) registries is also a key compliance requirement. RingCX includes a DNC Manager, which allows you to create and manage an internal DNC list. Your internal DNC list can be built based on various externally available lists (e.g., federal and state). Customers requesting not to be contacted can also be added manually.

The DNC Manager also supports the dynamic nature of external DNC lists. It can “scrub” (or remove) numbers from your outbound call lists as they are added to DNC lists. Although it requires a third party, a separate subscription is not required; this capability is included with your RingCX license. However, to scrub numbers against external state and federal lists, you must have your own DNC.com subscription.

Conclusion

Understanding and selecting the right automated dialer is crucial for optimizing your contact center's outreach and operational efficiency. While they provide significant advantages, it's essential to be aware of their limitations, such as limited outreach and agent stress. Also, compliance with industry, state, and federal regulations is vital to maintaining your contact center's integrity and avoiding legal issues.

As you evaluate automated dialer options, align your choice with your business goals and specific outbound calling needs. Explore the unique capabilities of each RingCX dialer to find the one that best matches your requirements. With several options available, RingCX's automated dialers can significantly enhance customer interactions, empower your contact center, and drive your business forward.

Learn more at ringcentral.com

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RingCentral, Inc. 20 Davis Drive, Belmont, CA 94002. ringcentral.com

