

Noble® CallTech™ Total Contact

Phone Type Optimization for wireless and landline contact management

The prevalence of mobile phone ownership is changing the way companies contact their customers. A growing number of consumers are replacing their landlines with cell phones as their main, and sometimes only, point of contact. Research shows that consumer behavior for how and when they answer a call is likely to be different for cell phones versus landlines, with contact rates for mobile phones reaching levels as high as twice the rate for landlines. With the additional challenges set forth by increasing regulations and their impact on call center productivity, it is more important than ever to utilize effective calling strategies to optimize performance. Noble® CallTech™ Total Contact allows you to recapture lost productivity and increase Right Party Contacts by determining which numbers – mobile versus landline – to call at which time of day to get the most desired result.

The TCPA Wireless Number regulations highlight differences in how you can contact cell phones versus landlines, including an express consent requirement for calling a mobile number. When consent is not obtained, the customer's wireless number must be dialed manually, and not via an automated system. This one-two punch can be detrimental to productivity in the call center, especially if manual call attempts result in a no answer or incomplete contact.

CallTech's Total Contact provides enhanced analytic capabilities that help you make the most of every contact attempt, for both mobile lines and landlines. This advanced toolset also helps predict how the consumer's behavior may vary once they answer the call, based on the time of day and mode of contact. The combination of these two pieces of powerful information gives contact centers an improved chance of getting a right party contact and getting the outcome that they desire from the call – even above and beyond the 15%+ lift delivered by the basic CallTech functionality.

- Predict the contactability for an individual at various times per day, including contactability based on the type of phone being used – know the likelihood of contacting each individual at mobile and landline for every hour of the day.
- Apply mobile and landline contact probabilities to create more effective outbound calling schedules.
- Optimize schedules for both landline and mobile phone types (ie, call landline at 8am but cell at 3pm).
- Schedule calls for each customer record using a single phone type (mobile or landline) or dual schedules with both phone types (mobile and landline).
- Assign separate pools of agents to call on each schedule (pool A uses predictive dialing on landline numbers, pool B dials manually to mobile contacts); when the contact is made, both pools are updated in real-time to remove the record from the schedule.
- Produce separate models to predict desired outcome (such as a promise-to-pay or a sale) based on phone type used, mobile versus landline.
- Weight contactability estimates with other business objectives, prioritizing schedules to achieve the optimum contact and business outcome results.

CallTech Total Contact integrates seamlessly with the Noble® Enterprise dialer or with Noble® OnQ™ campaign strategy solution for third-party dialing platforms. Certain scheduling features may only be available via the Noble dialer.

Modeling is customized based on each client's data; clients must provide a minimum set of records to serve as the base for models and must provide differentiated landline and mobile numbers in the database; CallTech uses record tags to identify phone types.

