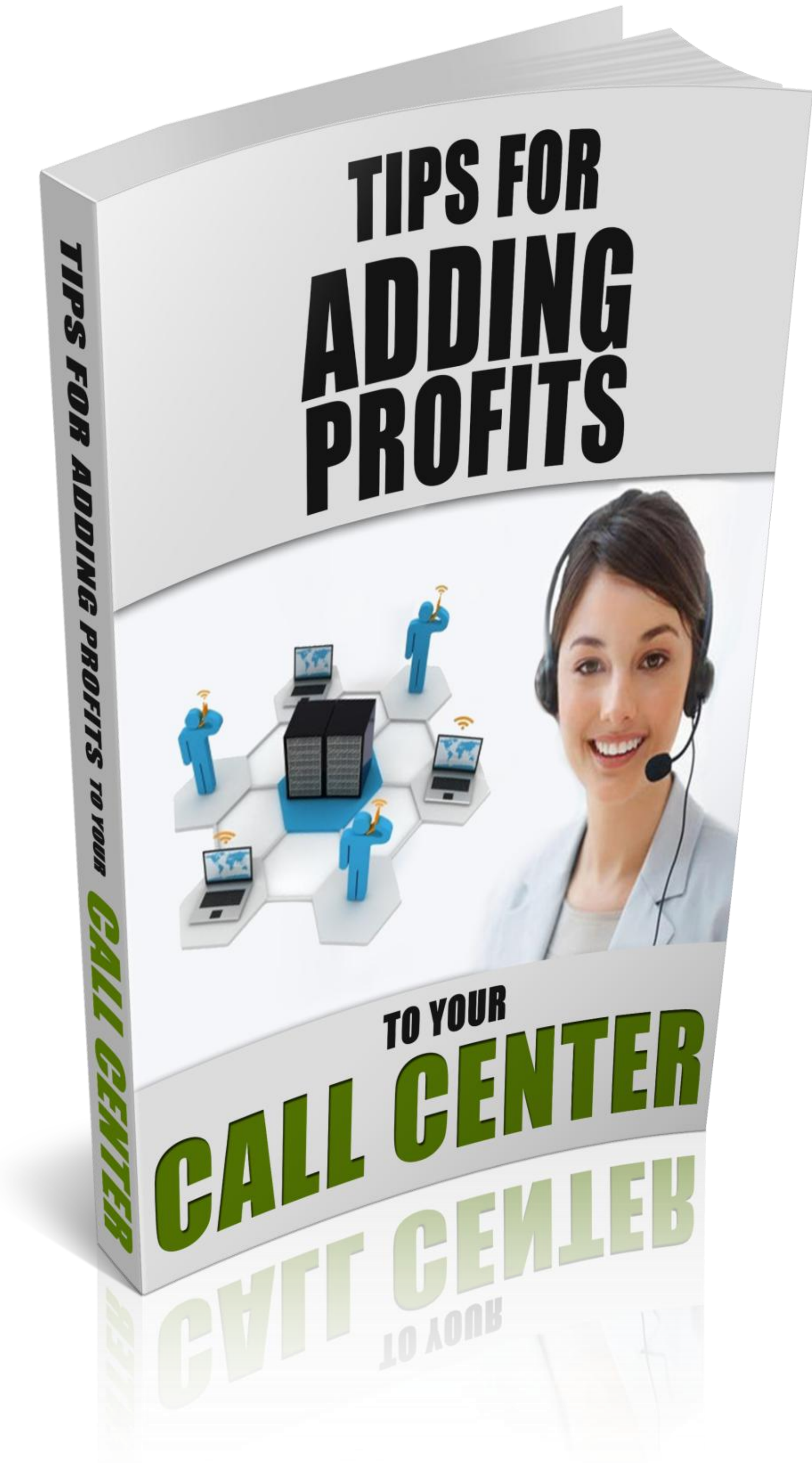
TIPS FOR ADDING PROFITS TO YOUR CALL CENTER
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ALPHA OMEGATELECOM, INC.
FULL CIRCLE TELECOMMUNICATIONS CONSULTING

TIPS FOR ADDING PROFITS TO YOUR CALL CENTER

While there are numerous technologies in the marketplace that can help Call Centers add/improve Profits such as Work-Force Management software and others that help to make Agents improve closing skills, improve adeptness at cross-selling, minimize wasted time on calls, etc there are some other Technologies and Strategies that are often overlooked or just emerging options for a lot of Call Centers.

So what's the impact of these technologies and strategies, the ROI and applicability to your Call Center? If your Call Center utilizes a Dialer, a Hosted Dialer or an IVR that blends inbound & outbound traffic then this E-book could be of equal value or of more importance than any other Technologies/Strategies you may have already implemented.

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Assessing Your Carrier Situation

If you have your own premised-based Dialer from this point on all these Technologies & Strategies are going to be much easier to implement than if you are using some Hosted Dialer provider or IVR provider for your Outbound calls because there are some Hosted Dialers and IVR Service Providers might not let you choose your own carrier or can make it so difficult that it can be next to impossible to use anyone else for the Long Distance calls. But if that is the situation there is still hope and by the end of this E-book if you do happen to be in that predicament you will highly consider joining the rest of the Call Center community that has invested in their own Premised-based Dialer system. And if you looked at doing that a few years ago and had sticker shock today there are so many more options that won't cause you to mortgage your house.

Ok, so when assessing your carrier situation there are many components of what they are offering beyond just the per minute rate that in many cases is Absolutely Leaking Profits away from your company. Just how is that possible?
Over 90% of all carriers that offer a Flat Rate per minute are Leaking Profits in these areas whether you realize it yet or not:

- Leads you Buy that will not ever be Contacted

- Longer Average Wait Time in between Calls for Your Agents

- Lost Sales Opportunities

- Contributes to Turnover Ratio of Agents

Unless you are in the Minority out there and are still paying 2 to 3 cents per minute then the odds are great that the above conditions are happening to varying degrees depending on who your carrier is and what rate per minute you are paying.

So what is exactly happening that is causing your Profits to Leak that nobody has told you about Including your Carrier. Scroll to the next page for a breakdown on all 4 categories above and how you can stop the bleeding.

Leads You Buy That Will Never Be Contacted:
Whether you are paying 1, 4 or even 10 cents per lead to load into your Dialer there is a serious Profit Leakage if you are using a Flat Rate carrier. The SOP for most Flat Rate carriers is that they all will block calls in what are considered High Cost areas and depending on the Carrier and/or Dialer you use the result of the call will just show up as a No Answer or a 503 Reject. The carriers that don't block calls can at some point either raise your rates if they are losing money by terminating all your calls or on a rare occasion they will just let you know they don't want your business.

So what seems on the surface that you have a low cost offering can be a penny-wise, pound foolish scenario. Let's just take a quick look at typical scenarios we have seen first-hand:

30,000 Leads x .025/lead = 750.00

750.00 x 25 Work Days = 18,750.00

15% Call Rejects x 18,750.00 = 2812.50

Almost $3000.00 in wasted leads.

Longer Average Wait Time in between Calls for Your Agent:

With calls that are blocked/rejected Average Wait Times that could be 4-6 seconds can rise to 12-18 seconds. That kind of Idle time adds up in lost revenue opportunities and also affects the average # of sales per agent which in turn creates a higher dissatisfaction in the room. There are a couple of remedies such as moving Agents to working from Home to squash the Group Disgruntle factor or to raise the Ratio of your Dialer. But some Dialers & Hosted Dialers have limitations on Dialing Ratios.

Lost Sales Opportunities:
This is probably the most crucial area of Profit Leakage out of these areas. Even if your average Profit per sale is only 30.00 per Sale, if in the scenario above you missed out on 18,750 potential leads and your conversion ratio is only 1 in 100, that's 187 sales x 30.00 = 5610.00 in lost revenue.

Contributes to Turnover Ratio of Agents:
It's difficult enough to find, hire & manage your Call Center Agents with all the challenges of most industries with regulations, personality conflicts, late/missing employees and so on, but to add to your stress of managing agents reducing the Positive Energy in your Room because your carrier is blocking potential leads that could turn into sales & longer Wait Times can only create more negativity to the Floor Agents. The cost this adds to additional resources on time for hiring is not as easy to calculate but it is a component to look at as well.

So What Are Rate Decks?
Rate Decks are a pricing structure from VOIP/SIP carriers that give you a different for every exchange in the US or even Canada in some cases. So how that differs is lets just use an example of a Flat Rate carrier who provides a Flat .01/minute rate. They might have a threshold of 80 or 90,000 codes out of the 165,000 US codes that they will terminate calls to but for calls that go to a higher cost Code such as 618-867-XXXX those calls will typically not be delivered and there is your Profit Leakage in action.
Rate Decks typically can have 140,000-165,000 US Codes and some can have the additional 40,000 or so Canadian Codes. So as long as a the code is on the Rate Deck they will deliver the call. And since there

are many carriers who offer anywhere from 120,00-160,000 Codes below .01/minute it's easy to see how much you can increase your Call Completion rates and also decrease your per minute costs for your Dialer traffic.

There are many options now with Rate Decks tailored to different models of Call Center traffic. Let's take a look at a few of these options:

6/6 & 1/1 billing Rate Decks- While most rate decks are 6/6 incremental billing there are a few carriers that do offer 1/1 billing which is a major savings on your very Short Duration calls. It can be as much as 20-60% less on those types of calls.

Rate Decks with limitations of less than 20% Short Duration calls. This kind of Rate Deck will In most cases be the most aggressive rate deck if your traffic can qualify for it. The threshold is less than 20% of your calls are 6 seconds or less.

Rate Decks with Rate Caps. Some carriers offer this kind of Rate Deck with a rate cap that you set such as you might want to set a rate cap of .007/minute. So any call that hits an NPA/NXX code above .007 will be 503 rejected back to you and you can do whatever you want with it after that.

Rate Decks that can Block Ported Numbers. If you are not yet using LRN Dips or don't ever plan to use LRN Dips then this kind of deck is ideal since it will block Ported Phone numbers so you can eliminate the risk of a higher rate. This Ebook will go into detail about LRN Dips in a few pages.

DNIS Rate Decks. These are quickly disappearing and a rarity now, soon to not be available at all. But for now there are a few available and this kind of rate deck bills every call based on the Dialed Number even if the phone number has been Ported to a new carrier.

Tier 1 Rate Decks. These rate decks are highest quality in the industry as they only use Tier 1 underlying carriers such as AT&T or Verizon. The rates will be below what you would normally pay for Long Distance on Legacy Copper technology, less than what you would pay directly to a Tier 1 carrier, but certainly higher than other Rate Decks.

Least Cost Routing

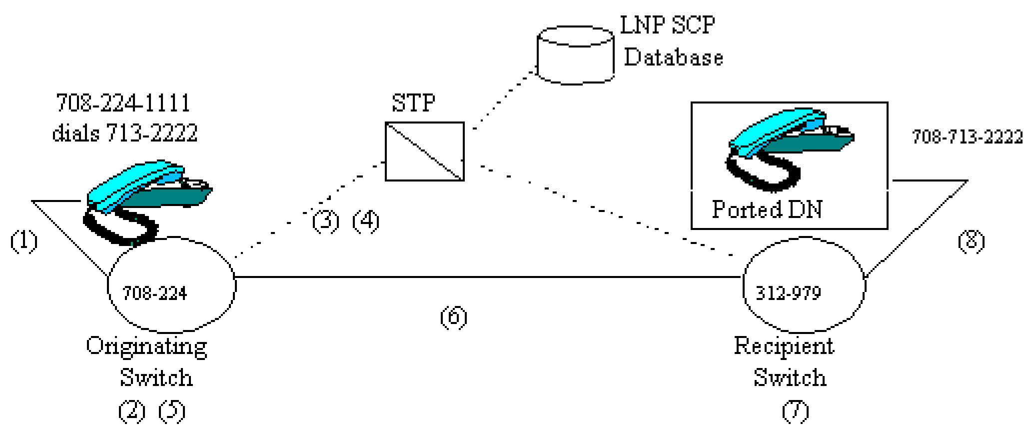
What Least Cost Routing (LCR from this point on) in so many words is really a method/technology to route every single call through a variety of carriers and ensuring the call is routed through the Lowest Cost Route amongst all those carriers. Telecommunication carriers have been doing this for years and the costs to implement years ago were prohibitive for most Call Centers. But that has changed & now many Call Centers have tested, implemented LCR because it brings it does not cause any significant delays to initiating calls, does not compromise call quality and brings instant savings to the bottom line. To simplify the End Result just ask yourself would you rather put all your eggs into the basket of 1 carrier for a Flat Rate that might terminate to 60 to 70% of all telephone numbers or terminating with several carriers with LCR to 98-100% of all telephone numbers? Not only will you increase your sales & profits you will also be able to bring your average cost per minute down.

So what is the best number of carriers to put in the LCR mix you might ask? If your resources are spread thin for your Dialer Manager for loading rate decks and managing payments you can still see significant savings with just 3 or 4 carriers which is not difficult to manage. If resources of time are not as much an issue and especially if you have a volume in the millions of minutes per month a good goal is to get 5-10 carriers in the LCR mix. If you have a Hosted Dialer, Voice Broadcasting company or anything similar where there are not Call Center agents pounding your Dialer administrator with time-consuming issues you can achieve even greater savings with 12-15 carriers. Some carriers have a niche where they excel only in certain states or certain Telco company territories so cherry-pick to your hearts' content if you can.

LRN DIPs

This strategy/technology is a bit more technical so if you need to read over this twice that is a common thread with many people who are exposed to this for the first time. In the past all carriers billed long distance based on the number that was dialed, but a few years ago that changed because of the increase in numbers porting to other carriers the largest Incumbent carriers had to start passing on their costs to everyone and this became known as LRN (Local Routing Number) billing.

With LRN billing, most carriers all bill this way which is billing based on the NPA/NXX of the carrier who now owns the number. In other words, Consumer Mary Johnson had her home phone service with AT&T but switched to Cox Cable and now the billing is based on the Cox Cable NPA/NXX in that area instead of the original AT&T NPA/NXX. LRN billing adds costs on many of these calls so the solution to this is a service called LRN Dip, which is a Dip into the Number database of the Ported number amongst all the carriers in your Least Cost Routing mix so that whichever carrier provides the lowest rate on the Ported number exchange wins the route. For a Diagram please see below.



So how much can you save with LRN Dip Services? On average the savings range anywhere from 15 to 20%. This can vary on the day, by the region and many other factors. The main thing is to answer your question "Am I being billed properly"? And to ensure you are getting correct billing, applying LRN Dip Services is the final piece of the puzzle and truly a game-changing strategy.

CNAM DIP Compensation

This last strategy/technology is really 'FREE MONEY' that is being left on the table by the majority of Call Centers. Some large Centers are making $30-40.000.00/month but that is the exception rather than the rule. What CNAM (Caller Name) Dip compensation is a service provided by 3rd party companies to share the revenue that carriers compensate each other when a call is completed to a destination that has

Caller ID. Right now the average is about 30% of all numbers but that figure continues to climb as more consumers are adding services such as Caller ID that they never had before.

It works like this-the 3rd Party Service Providers have agreements in place to Dip into the Revenue pool between most Carriers and they split the revenue. These providers will provide you with an Outbound CLI (Caller ID) for a small monthly fee which you can use for all your campaigns or you can even use an Online Portal to change campaign CLI and Campaign names. So you could one day be calling your campaign name Saveonenergy and the next day Homeenergysvgs the next for Split testing or any other reason you wish. The name is what will be passed through to the receiving caller.

The benefit to your Call Center is better control of Marketing with the ability to make changes quickly and to be compensated a small amount of your calls. For very small rooms your monthly payout could be as low as $100.00 but most rooms are making up to hundreds each month depending on the size of your room(s) and the type of calling you do because Voice Blasting campaigns will of course yield a lot higher revenue due to the higher ratio of calls per day. The latency of the service is so minimal that it should not affect your Call Completion speed unless your Dialer is located overseas and your ISP has a latency that is not optimal for Call Centers.