

Computer Assisted Dialing: What will it do for you?

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Computer assisted dialing is realizing wider and wider use, driven mostly by realization of significant productivity gains. Recently, dialers are being used to facilitate the use of new technological advancements such as VoIP for virtual call center implementation and audio recording for significant gains in quality control and training. Implementation of dialer usage by survey research organizations such as NORC has made major in-roads into the acceptance of the technology in the survey research field.

Marketing Systems Group, creators of GENESYS Sampling Systems in the US, will present what the environment is today for automated dialing - and where it will likely go tomorrow. Benefits, in addition to productivity, will be explored. Emerging technology which will improve productivity, yet minimize call abandonment will be addressed.

Learner Outcomes:

- Differentiating between auto, power and predictive dialing.
- How does automated dialing work:
 - Dialer interaction with the BLAISE system.
 - The role of statistics.
 - What the respondent hears.
- New technologies being introduced to:
 - Improve productivity, but minimize call abandonment.
 - Facilitate the building of virtual call centers using VoIP.
 - Significant gains in quality control and training using audio recording.
- What are some of the productivity gains that can be expected.
- What are some the experiences organizations have had.
 - How automated dialing improves job quality for your interviewing staff.
 - Improving project quality.
 - Do the interviewers feel controlled by the computer.
- What is the industry adoption curve of predictive dialing.
 - How prevalent is it?
 - Will I *have* to do it too?
- Justifying the cost of the dialer.
 - Are dialers expensive?
 - Do I need a large phone room to make automated dialing pay off?
 - The dialer replacing the need for a PBX.