

How to cost-justify the Adaptive Progressive Dialler

Overview

New Media Software regularly makes claims about how the Adaptive Progressive Dialler can be used to increase productivity and reduce costs. For this report, companies that had purchased the Adaptive Progressive Dialler were contacted and asked to share their experiences of using the Adaptive Progressive Dialler.

Introduction to the companies involved

The companies that responded range from general businesses (i.e. not call centres) with a small telemarketing or credit control team, through to large-scale, dedicated call centres. The smallest company has a single outbound telemarketer and the largest operates a dedicated call centre with a team of 60 users.

The type of calling work that the companies undertake is varied. The commonest type of calling work is telesales to new and existing customers. Appointment setting and credit collection are also common. Other types of work undertaken include customer care follow-up calls and claims / product returns processing.

Call durations experienced by the respondents range widely. The average call duration is three minutes. However, in some instances a connected, successful call can take over half an hour to complete. Wrap-up times also vary from a few seconds to fifteen minutes.

Productivity

All respondents reported significant increases in productivity. Respondents with users who undertake high volumes of short duration calls reported an average productivity increase of 100%. The largest productivity increase reported was 115%.

Respondents whose users undertake lower volumes of calls, typically with longer call durations, also reported productivity increases. The average productivity increase reported for this type of work was 50%.

System management and reporting

All respondents reported that the Adaptive Progressive Dialler was easy to use. They also all agreed that it did not require a dedicated system manager.

All respondents said that the reporting provided by the Adaptive Progressive Dialler enables them to better manage their team and the quality and quantity of work that they do.

Impact on staff

All respondents reported that they had considered the impact on their staff of implementing the Adaptive Progressive Dialler, before committing to purchase. In every case, the feedback from members of staff who use the system was very positive. When asked if they would rather go back to manual dialling, all users answered, “No.”

Return on Investment

All respondents reported that they had recouped their investment since purchasing the Adaptive Progressive Dialler. Most of the respondents reported that they justified the investment by doing more work without having to increase staff numbers, thus saving overhead costs. One respondent reported that they had reduced staff numbers, so reducing overhead costs. Several reported that they achieved savings using a combination of more work and fewer staff.

Example Return on Investment calculation

It is not possible to publish Return on Investment calculations experienced by individual respondents, as these are confidential. However, an example calculation and justification is given below.

Cost to implement a five user Adaptive Progressive Dialler (Includes software, installation, training and three years maintenance)	£ 5,500
Overhead cost for a team of five staff (£15,000 per person, p.a.)	£ 75,000
Minimum productivity increase reported	50%
Overhead cost saving per annum	£ 37,500
Return on Investment over three years	£112,000

The above example shows the cost to run the team could be reduced by 50%. This is a saving of £37,500 per year, which equals a saving of £112,000 over three years.

A second measure could be to cost-justify based on how much extra work the team could do for the same overhead cost. If the team is selling, you can cost-justify based on doubling the value of sales for the same overhead cost.

Whichever of the two justification methods you choose, it is clear that an investment in the Adaptive Progressive Dialler can be recouped in just eight weeks.