



Vuesion® QX

Cloud, CCaaS, Hybrid Inbound & Outbound Contact Center

## OUTBOUND CONTACT CENTER TRENDS SHIFT RAPIDLY. ARE YOU KEEPING UP?

Outbound contact centers have risen in popularity in recent years as companies have shifted toward more customer-centric practices in their contact centers. Traditionally, outbound contact centers were used for telemarketing or to reach out to customers for upsell purposes. Outbound calling received a stigma, and the practice was not favored by many customers. However, with technology improvements and products that have been designed to meet increasingly stringent regulations for outbound dialing, outbound contact centers are once again popular. Below we detail a few advantages of moving to an outbound calling center.

### **Outbound contact center advantage #1: A blended system**

If you already have an inbound contact center, adding outbound calling capabilities doesn't require a whole new investment in a separate system – if you go with the [right outbound contact center software](#). A blended system allows you to have both inbound and outbound capabilities. The [Vuesion QX Contact Center](#) makes blending inbound and outbound an easy process – and because it ties into your same system, your staff won't need to be re-trained or struggle with multiple systems to manage.

### **Outbound contact center advantage #2: An improved customer experience**

Today's outbound contact centers can be used to give customers a call back so that they don't have to wait in a long queue before they reach a customer representative. Adding outbound capabilities improves the customer experience, which has a direct tie to customer loyalty. A study by ICMI found that 53.5 percent of customers reported a better customer experience with a blended system.

### **Outbound contact center advantage #3: Increased control over agent-based campaigns**

A third advantage of adopting an outbound contact center is that, with the right system, you can have increased control over agent-based campaigns. PPP (Preview, Progressive and Power) dialing modes are supported. The Vuesion Campaign Manager gives your supervisors and system administrators control over when to start a campaign, and it allows them to manage agents within a campaign and define skill-based outbound campaigns. The enhanced control lets your team use additional campaign scripts, which ultimately streamlines your campaigns and creates more uniformity.

### Outbound contact center advantage #4: Automation to significantly increased connect rate

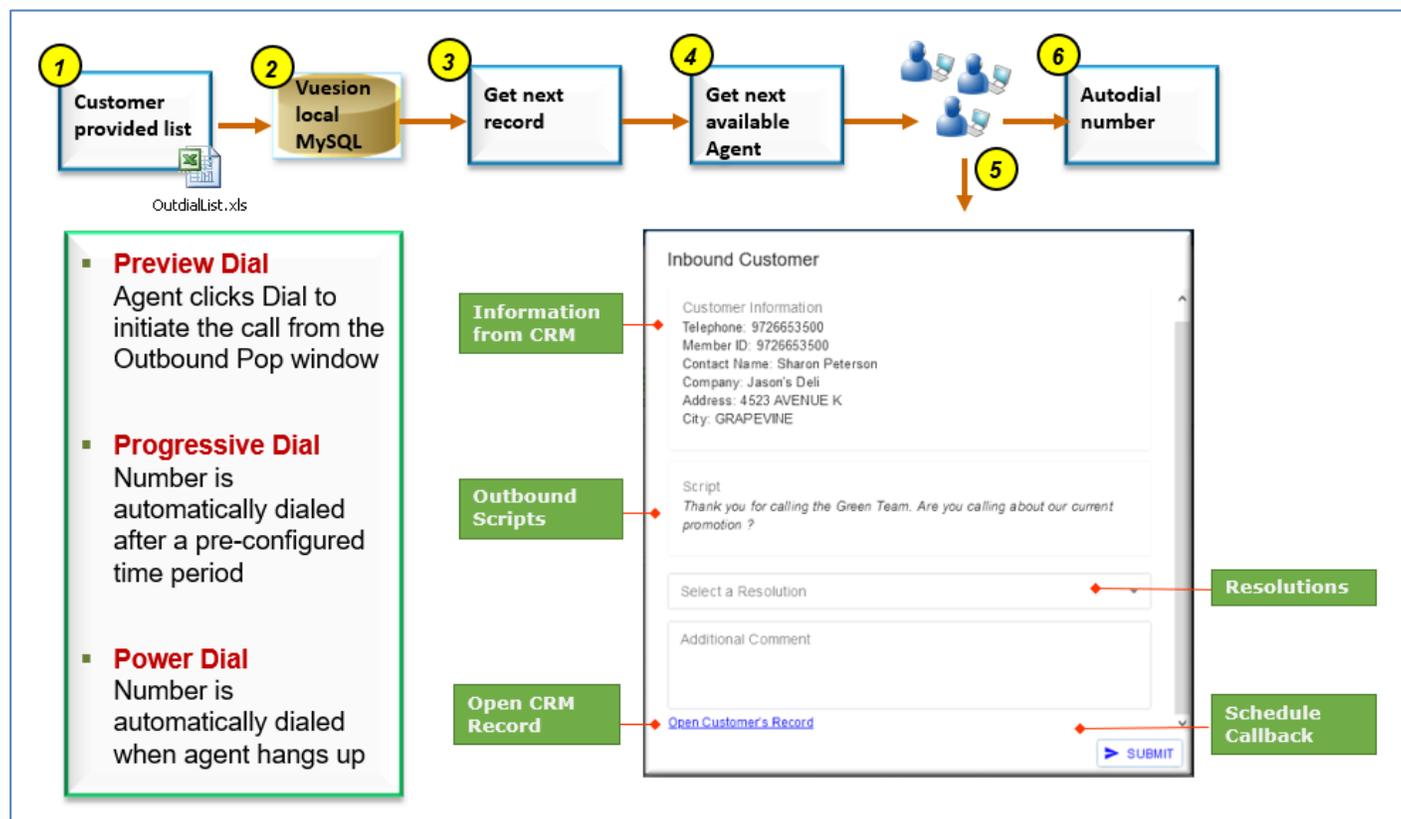
Finally, a fourth advantage is to add automation with an IVR based auto dialer. [Vuesion QX](#) supports both predictive and interactive dialer modes. While the interactive dialer prompts the caller to be transferred to an agent, the predictive dialer in turn, automatically connects with the caller and detects “human” voice and immediately makes the connection with an available agent. These automated dialer modes yield much higher connect rates and qualified transfers.

### Contact Center trends shift rapidly. Are you keeping up?

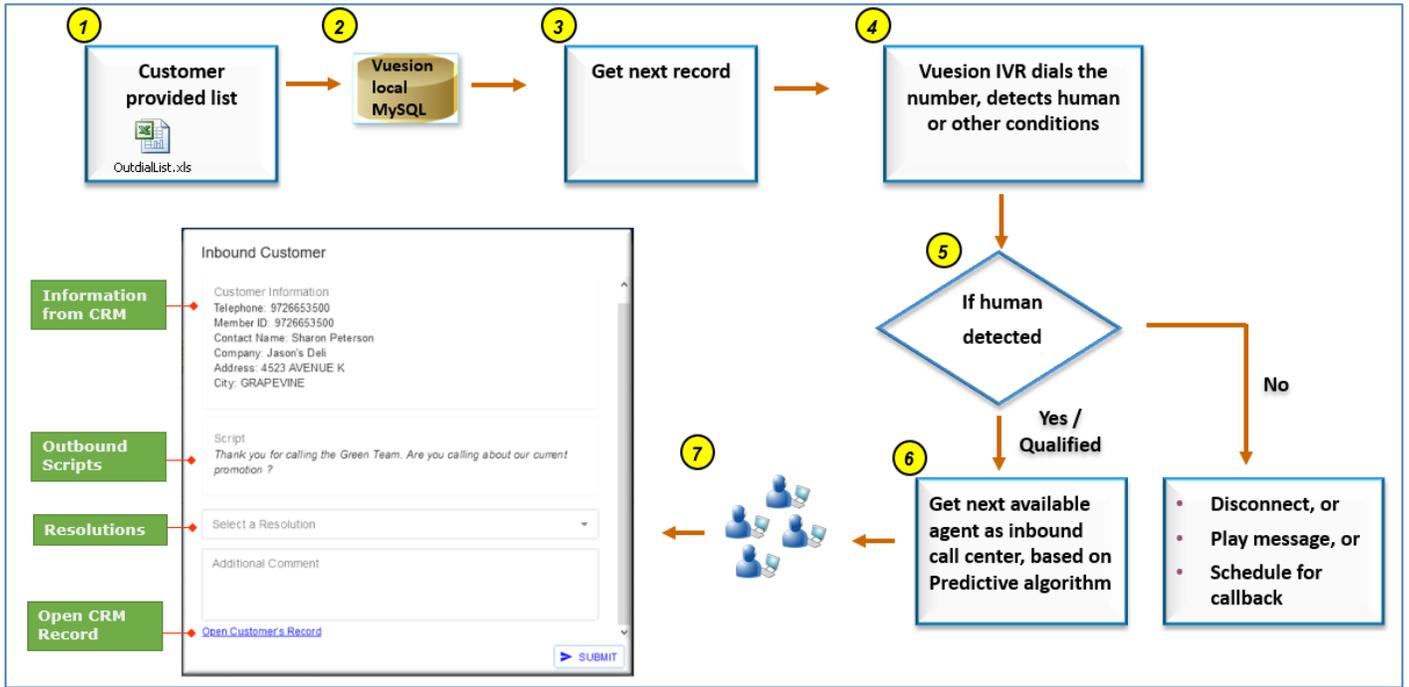
Customer preferences change, and with more and more companies moving to a blended and outbound model, customers are beginning to expect outbound capabilities. Specifically, customers are rewarding companies that have outbound calling that returns a call, so they don’t have to wait on hold when they call into an inbound system. If you are looking to more toward a blended system, contact one of our team members and get a demo of the Outbound Power Dialer.

[Click this link to request a demo today >](#)

### Vuesion QX Agent-based Auto Dialer



## Vuesion QX Predictive Auto Dialer



## Vuesion QX Interactive Auto Dialer

