

Predictive, Preview and Progressive Auto Dialing: Which One is Right for Your Sales Team?

Do you know which call center software is right for your inside sales team? Which one will give you the most dials per hour with the best quality? If you want to know the scoop on the different types of call center software, then let's talk.

There are three main types of auto dialing software currently available for live agents in today's market: preview, progressive and predictive. Here's a breakdown of the calling systems and how they can work for your inside sales team.

Preview Dialing

Preview dialing, sometimes called click-to-call, gives sales reps the personal approach, by controlling when the call is made and previewing important information first. This is often used for more complex sales calls where prior contact may have been made. Valuable insight can be gained from a review of the record that will enhance the sales call, or research on social media connections prior to the dial. Additionally, preview dialing is used as part of most progressive dialing platforms to handle callbacks. When a callback is routed, it will not autodial until the rep has reviewed his other notes and clicks to dial.

Progressive Dialing

Progressive dialing can deliver big results. This type of dialing streamlines the calling process by automatically dialing the next contact in the queue the moment the current call is complete. This gives you the most speed coupled with the professionalism of preview dialing. When powered by queue-based, next-best call logic, it takes advantage of two very important time savers. First, it frees salespeople from searching through a call list and cherry picking, when they could've already called the next

lead in the queue based on priority. Secondly, managers can specify, route and distribute the most important leads with queue-based routing. The next-best lead to call is ranked in the call queue by predetermined criteria, and automatically routed to the sales rep, ensuring that priority leads, such as web leads, are called first.

Predictive Dialing

Predictive dialing is a platform where multiple lines are dialed at one time per sales rep. Answering machines are screened, and live answers are routed to available reps. Most people are not fond of receiving a predictive call. Your phone rings, you answer and say hello, and at first it seems as if there is no one there, then a sales rep beeps in and tries to figure out who just got connected to her. Because of the delay, it is very impersonal. A predictive dialer may dial three lines for every sales rep available.

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Consumers know when they are being called by a predictive dialer and sometimes hang up before the dialer technology realizes that it has a live answer. Companies that use predictive dialing have to adhere a variety of FTC regulations. Different counties have different abandoned call rules. Abandoned calls are those where someone answers but no sales rep is available to take the call, and it is left abandoned for a specified amount of time.

Predictive dialing works best for large call centers that want a high level of call productivity. The gains of predictive dialing are not significant until you have at least 15-20 people dialing at the same time, because you need enough sales reps to take advantage of the algorithms used to predict and adjust the number of sales reps available to prospect answers.

The drawbacks of predictive dialing are that the level of personal engagement and connection with customers is reduced. In addition, predictive calling is usually more expensive, has more dropped calls, a higher learning curve, and burns through leads. With the advent of well-qualified targeted lists, the focus on relationship management, and tough federal regulations that govern the practice of using predictive dialers, it may have limited use in the inside sales industry.

Which One is Right?

So which auto dialing software is right for your business? This depends on your business characteristics, who you are

calling, how often, and how much knowledge your reps need prior to the connection. Below are some guidelines.

If you are a company calling different types of businesses, concerned about branding, and would like to give the most important leads priority, then predictive dialing has limited benefits. Progressive dialing works well for these situations. When you want sales reps to review information before the call, then preview dialing is the right choice, and lastly, if you need sales reps to make a high volume of calls based on queue-based, next-best lead priority, you'll be interested in progressive dialing. Depending on your company, you may need a combination of auto dialing systems.

Evaluate your business needs and monitor everything before and after selecting your dialing software. What results do you expect, and which dialer will help take you where you want to go? Without knowing what you want to accomplish, it will be difficult to detect when you get there. For more information on progressive and preview dialing visit [VanillaSoft](#).

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ABOUT VANILLASOFT

VanillaSoft is the industry's leading smart software for sales by phone. Its intuitive and easy-to-use queue-based features for inside sales takes the best of CRM, lead management and telemarketing applications to create the most productive phone sales environment available today.

VanillaSoft's core philosophy and development process is centered around one concept: the power of simplicity. It is through this principle that VanillaSoft offers a queue-based platform that allows our customers to see increased productivity, higher contact rates, deeper list penetration, greater management control over the sales process, better sales accountability tools, and a faster speed to lead like no other.

Phone: 866-763-8826

Email: sales@vanillasoft.com

Web: vanillasoft.com