

# 15 Best Practices for Larger Outbound Call Centers

with 50 or More Agents

When you're running a larger, high-volume contact center, there's a lot to handle. To drive maximum profitability, you need to run a tight ship and unlock efficiencies across your organization.

Use these 15 best practices to get the most out of your team, your leads, and your technology, all while proactively supporting compliance. Now that's end-to-end contact center management.

## Managing Team Productivity and Motivation

01

### Set New Agents Up for Success

Fighting burnout and promoting efficiency starts on day one. Build an onboarding program that sets agents up for success and gets them to buy into your company culture.

02

### Incentivize Peak Performance

Use incentives like leaderboards, competitions, career progression, and fair compensation to motivate agents to be at their best.

03.

### Build Key Lines of Communication

Incentives promote peak performance. Effective communication sustains it. Keep open lines of communication with daily briefings, 1-on-1 meetings, live coaching, and more.

## Tracking Performance and Identifying Issues as They're Happening

04.

### Get Granular with Your Reporting

Go beyond surface-level analysis with in-depth, real-time, and historical reporting capabilities that deliver insights at a list-by-list basis.

05.

### Lean on the Right Agent Metrics

Stay on top of productivity with objective metrics that show you who's performing, who needs help, and who might just be having an off day, including:

- > Talk time
- > Wrap-up time, or After Call Work (ACW)
- > Pause or wait time
- > Calls per agent
- > Number of sales and revenue per agent

06.

### Analyze Your List and Lead KPIs

Look at the right list and lead KPIs, too:

List KPIs

- > Contact rate
- > Average talk time
- > Total revenue
- > List profit and loss

Lead KPIs:

- > Connection rate
- > Lead conversion rate
- > Cost per lead
- > Revenue per lead
- > Speed to lead (lead response time)

## Optimizing and Automating Operations

07

### Enlist the Help of AI

Leverage the latest AI technology solutions, like AI-powered QA software and Intelligent Virtual Agents (IVAs) to empower your agents and drive greater profitability.

08

### Expand Your Reach with Automated Omnichannel Outreach

To maximize contacts and opportunities to convert, incorporate seamless SMS and email outreach into your automated workflows.

09

### Minimize Downtime, Maximize Contacts and Speed to Lead with Predictive Dialing

When you're looking to save all of those valuable seconds, a dependable, powerful predictive dialer that eliminates long wait times and gets to warm leads fast is a must.

10

### Get the Right Agents on the Line with Skills-Based Routing

Send your most valuable leads to the agents best equipped to handle the calls with skills-based routing capabilities.

11

### Use Dynamic Scripting to Boost Conversions and Stay Compliant

Dynamic call center scripting incorporates data from your CRM to guide agents through personalized conversations and boost conversions.

12

### Amp Up Your Answering Machine Detection

Complement your dialer with highly accurate answering machine detection (AMD) to filter out voicemails and keep agents in a groove.

## Supporting Contact Center Compliance

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### Keep Up with the Compliance Landscape

Stay informed and up-to-date with regulatory developments at the federal and state levels. Work with a software partner who's also on top of these changes.

14

### Minimize Call Blocking and Flagging

Get caller ID reputation management tools that help you monitor the health of your caller IDs, swap out flagged DIDs, and maintain the high contact rates you need.

15

### Implement Smarter Dialing Strategies

Avoid Spam Likely labels in the first place with smarter dialing strategies. Use workflow dialing to automate your redialing strategy and reach customers at exactly the right moment.

## Bring It All Together and Boost Your Profitability— with the Help of Convoso

Looking for a dialer that will give you the competitive edge all year? Compare our powerful software to your current solution with a **FREE DEMO**. You'll be amazed at the difference.

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