

>>> **Surviving and Thriving Under Tough New Regulations**

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"Centrally controlled, efficient, and reliable." How many call centers could describe themselves that way? Especially today when calling regulations are tougher than ever and call center productivity continues to decrease.

The new regulations have made efficiency an even more crucial part of telemarketers' operations. Whether too many agents in one place and not enough in another, or strategies being executed inconsistently across multiple dialers and call centers, resource productivity is frequently not maximized.

Now telemarketers can empower themselves to thrive under stricter calling regulations with two types of technology that have been trusted for years by the collection divisions of Blue Chip financial services companies to achieve 15-25% improvements in productivity and results.

First, telemarketers can maximize efficiency by using campaign management software to prioritize multiple lists onto one or multiple dialers, share lists between dialers, and manage quotas in calling campaigns - all automatically and in real-time. Balancing the workload across multiple dialers and call centers so they work like one can help offset reduced efficiencies caused by the new calling rules.

Second, best-time-to-call technology can optimize each day's calling schedule to reach more eligible buyers per agent hour, offsetting, even more, the inefficiencies from the shrinking universe of callable numbers and from the new abandon rules.

To learn more, attend the session entitled "Surviving and Thriving with Best-Time-to-Call Technology" at the 2003 ATA Convention and Exhibition, September 14-17, or stop by the Austin Logistics booth.

Austin Logistics is the dominant provider of Call Center analytics. The company's products increase productivity and reduce costs for call centers, including collections, telemarketing, and customer services. For more information, please visit www.AustinLogistics.com and go to the "CallTech for Telemarketing" section.