

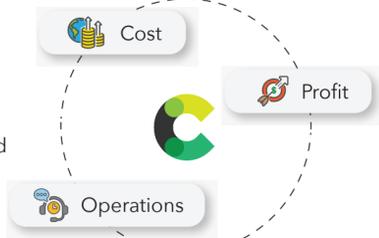
Evolve with ContactLoop's Smart Active Dialer

Transform Your Call Center From Outbound to Inbound.
Reduce Costs, Boost Conversion Rates, and Retain Satisfied Agents.



Rising Sales Operational Costs Are Driving Down Profits

Outbound sales team across the US are struggling to profitably service leads due to **rising labor costs**. Heads-down sales managers are trying to solve the problem via brute-force, pushing live agents onto a high volume of **short durational calls** with uninterested or preoccupied customers. Sales operations across the country conclude that increasing the volume is counter productive: it's driving up costs and **driving down profits**. It's not an efficiency challenge, it's an effectiveness challenge.



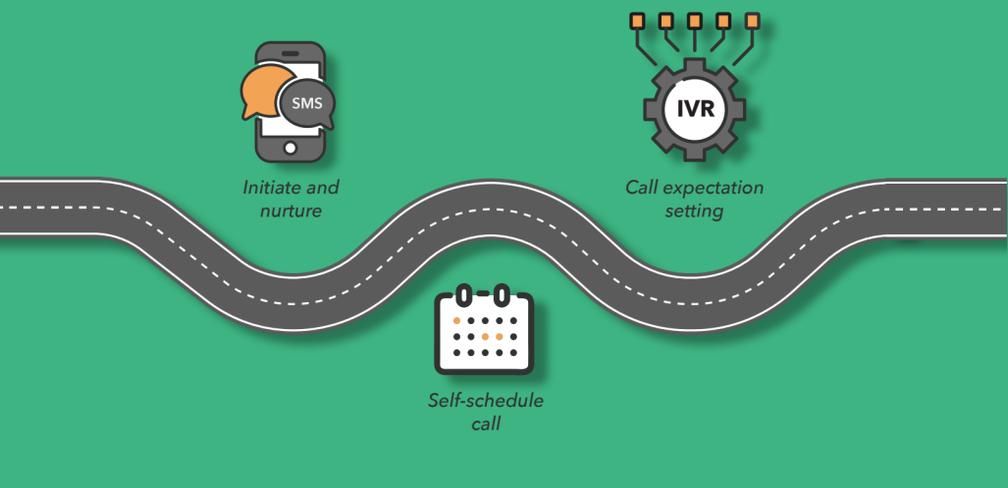
AI-Powered Assistance Can Drive Down Costs

This is where ContactLoop's proprietary AI technology comes into play. The Smart Active Dialer **reduces agents' handling time and call volume without losing qualified prospects**. Live agents serve pre-qualified, ready-to-convert leads only. This is the transformation that **boosts conversion rates, agent morale, and the overall profitability of the business**.

The Smart Active Dialer does this by providing the prospect with a **natural human-like contact experience** through multiple touchpoints between text messages and phone calls.

1. Text messages initiate the conversation and **nurtures the prospect** with engaging content.
2. The prospect **self-schedules and requests a call or inbound dials to an agent** when they're ready to connect and converse about the products and services.
3. An **interactive voice response (IVR) system** qualifies the caller and sets the expectations for the call before connecting to an agent.

This strategy allows the agent to focus on closing the sale from the moment the human-to-human conversation begins, **reducing their time on the call by up to 70%**.

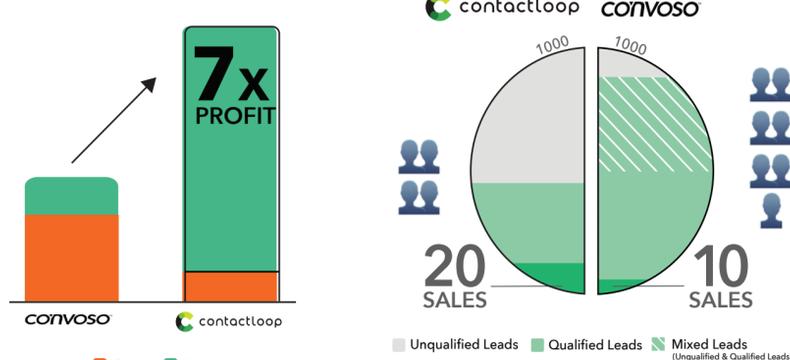


Smart Active Dialer vs. Power Dialer

A controlled 50/50 split test between ContactLoop's Smart Active Dialer and Convoso's brute-force dialing strategy proved that the Smart Active Dialer is **the future of sales call operations**. The benefits of filtering out low intent calls could be seen across metrics:

- **6.3x increase in call quality filtering** - 76% of ContactLoop's calls are proactively filtered out for intent compared to only 12% of Convoso's
- **43% increase in pre-qualified calls*** - 43% of ContactLoop's filtered calls passed the pre-qualified questions compared to 0% of Convoso's where agents had to qualify each connected call
- **7.5x increase in ready-to-close calls**** - 9% of ContactLoop's calls made it past the 20-minute closing benchmark compared to just 1.2% of Convoso's

The conversion rate and gross margin each boosted 7x on the campaign, proving the validity of ContactLoop's hypothesis, that a Smart Active Dialer **drastically lowers the volume of calls** that live agents have to handle **without excessively churning high intent calls that may convert to sales**.



* Calls that have passed general pre-qualified questionnaire
** Calls that passed 20 minutes benchmark that commonly have higher intent and high probability to convert to a sale

The Success Story

A California-based housing company had the mission critical objective of reducing call operation costs. They utilized ContactLoop's Smart Active Dialer to pursue the strategy of transitioning into an inbound call team. This resulted in a **35% reduction in headcount costs which ultimately increased profit margins and boosted agent morale**.

Optimizations That Ensure Better Results

Other benefits of ContactLoop's Smart Active Dialer include:

Local presence phone numbers
ContactLoop automatically switches the caller ID to match the area code, ensuring a 4x more likeliness for call pickup.

Matching phone number at every touchpoint
ContactLoop ensures matching phone number from the active dialer and SMS, eliminating the prospect's hesitation to respond to the outreach ID.

Preserving great telehealth of phone number
By reaching out to just 50 contacts or less for a single phone number, ContactLoop reduces the phone number's SPAM level.

We've covered the benefits of a Smart Active Dialer but why switch from a conventional dialer? Or, if you're new to this, why should you choose ContactLoop?

Higher Quality Calls
Through our multitouch approach, efficiently filter out unqualified calls to **improve overall efficiency**

Close More Deals
Leads have the freedom to control when they connect with an agent, **significantly increasing sales conversion**

Engaged and Satisfied Sales Team
Reduce burnout head-on and **reclaim 20% of revenue** back to your business, boosting agent morale and reducing employee churn to reach operational efficiency