# A Case Study: Using Predictive Dialer Simulation to Increase an Outbound Call Center's Attempt Rate

**The Problem:**

An outbound call center was occasionally missing its monthly service level guarantees around outbound attempts and successful calls. The center wanted to investigate if there was an 'emergency' protocol it could put in place that could be used in months where it appeared that the center would miss its SLAs. The protocol could not involve hiring more staff, and it could not negatively impact the center's drop rate.

**The Solution:**

One idea we suggested was to investigate optimizing the agents' scheduling of scheduled breaks. Our hypothesis was that we could improve a campaign's productivity by ensuring that all agents working the same campaign scheduled their two 15-minute breaks and 30-minute meal break **during the same hours** and remained on the dialer for the remainder of the shift.

Using a simulator specific to the client's dialer make, we tested the scenario. The dialer simulator model showed an increase in attempts by as much as 6.5% compared to random break assignment – the greater the number of agents in the campaign, the greater the benefit.

*It should be noted that there are cases where breaks may not be readily scheduled – such as in the case of needing to use the restroom. It should also be noted that this recommendation is different than scheduling breaks at the same exact time, which is not readily achievable using a predictive dialer.*

**The Outcome:**

When putting this 'emergency' protocol in place, the center realized improvements in outbound attempts by as much as 5.5%. No additional staffing, hours or technology was required.

**About Exceptional Outcomes:**

Exceptional Outcomes is a consultancy with specialties in inbound and outbound call center optimization, operations research, business intelligence and process excellence. They deliver training and software applications to clients in both the public and private sectors.