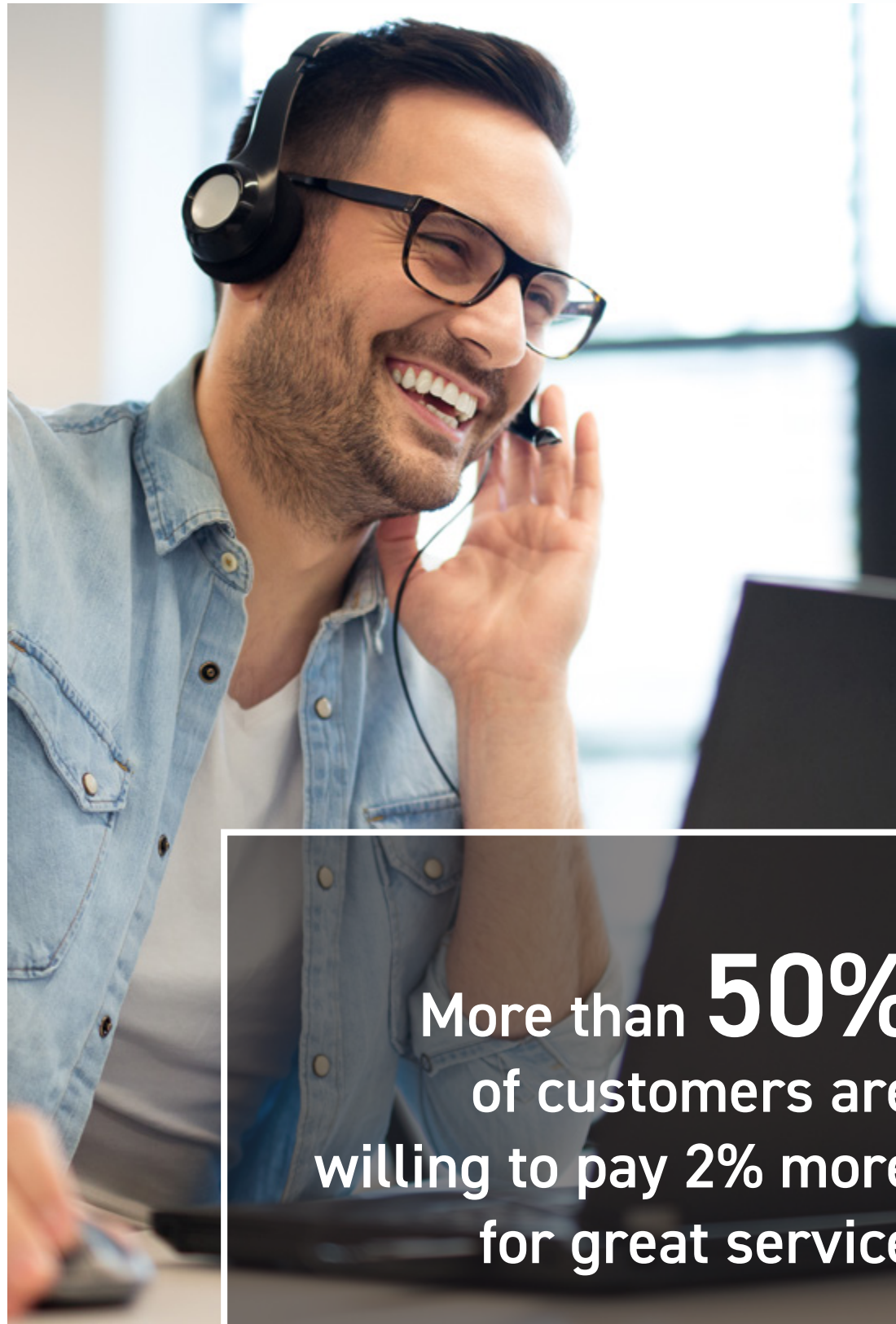




ALVARIA[®]

**Improve Customer Loyalty with
Intelligent Outbound Strategies**

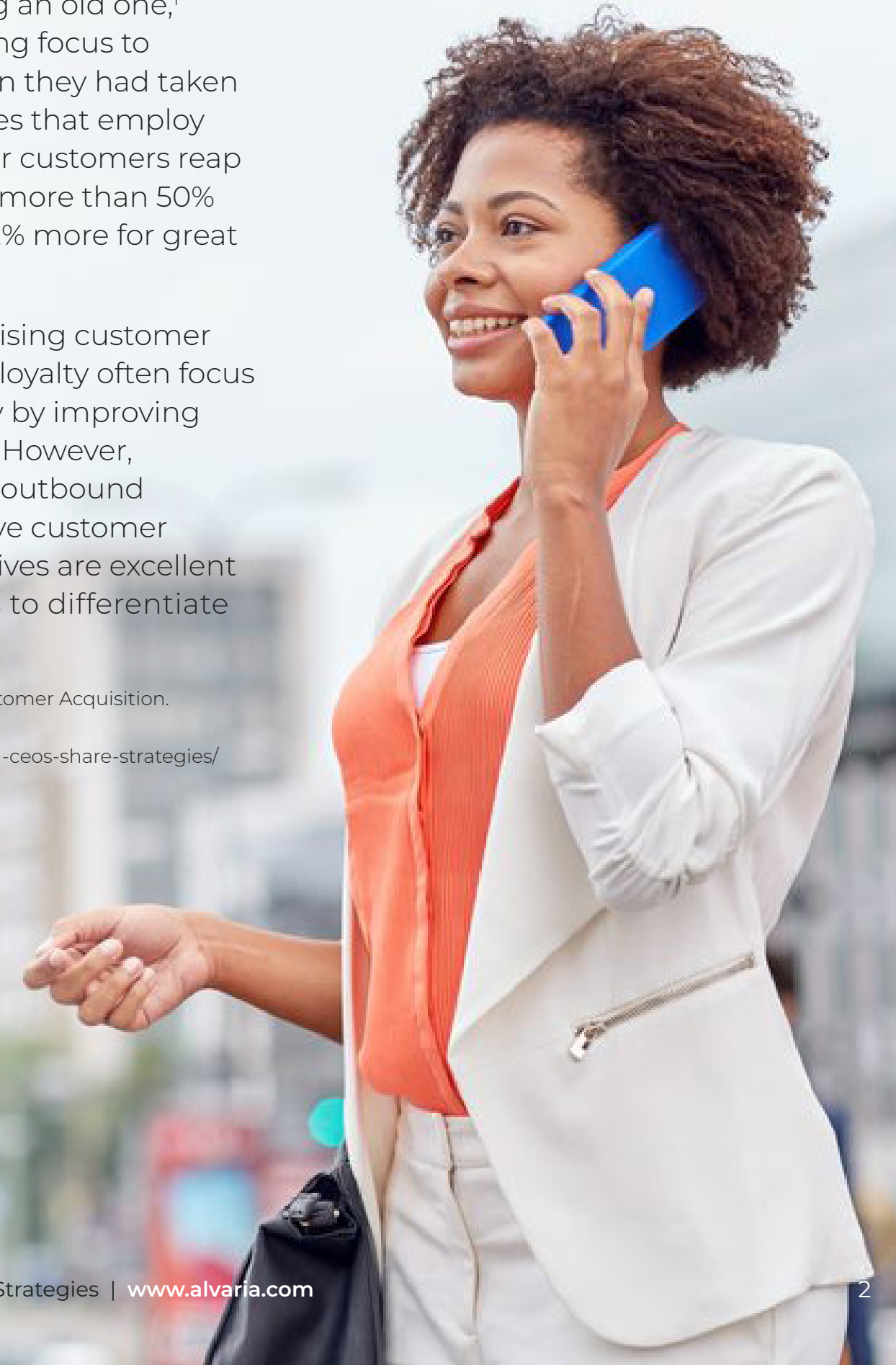
THE CHALLENGE | **Reduce Customer Churn**



Acquiring a new customer can cost five to seven times more than retaining an old one,¹ yet just 41% of CEOs cited “shifting focus to consumer retention” as an action they had taken or considered taking.² Companies that employ effective strategies to retain their customers reap consider financial benefits, and more than 50% of customers are willing to pay 2% more for great service.³

Businesses that focus on minimising customer churn and improving customer loyalty often focus on the contact centre, especially by improving inbound customer experiences. However, few companies have developed outbound engagement strategies that drive customer loyalty, and these types of initiatives are excellent opportunities for organisations to differentiate from the competition.

1. Forbes.com. Customer Retention Versus Customer Acquisition. Saravana Kumar. December 10, 2022.
2. <https://chiefexecutive.net/customer-retention-ceos-share-strategies/> Dale Buss
3. Alvaria Customer Experience Index 2022.

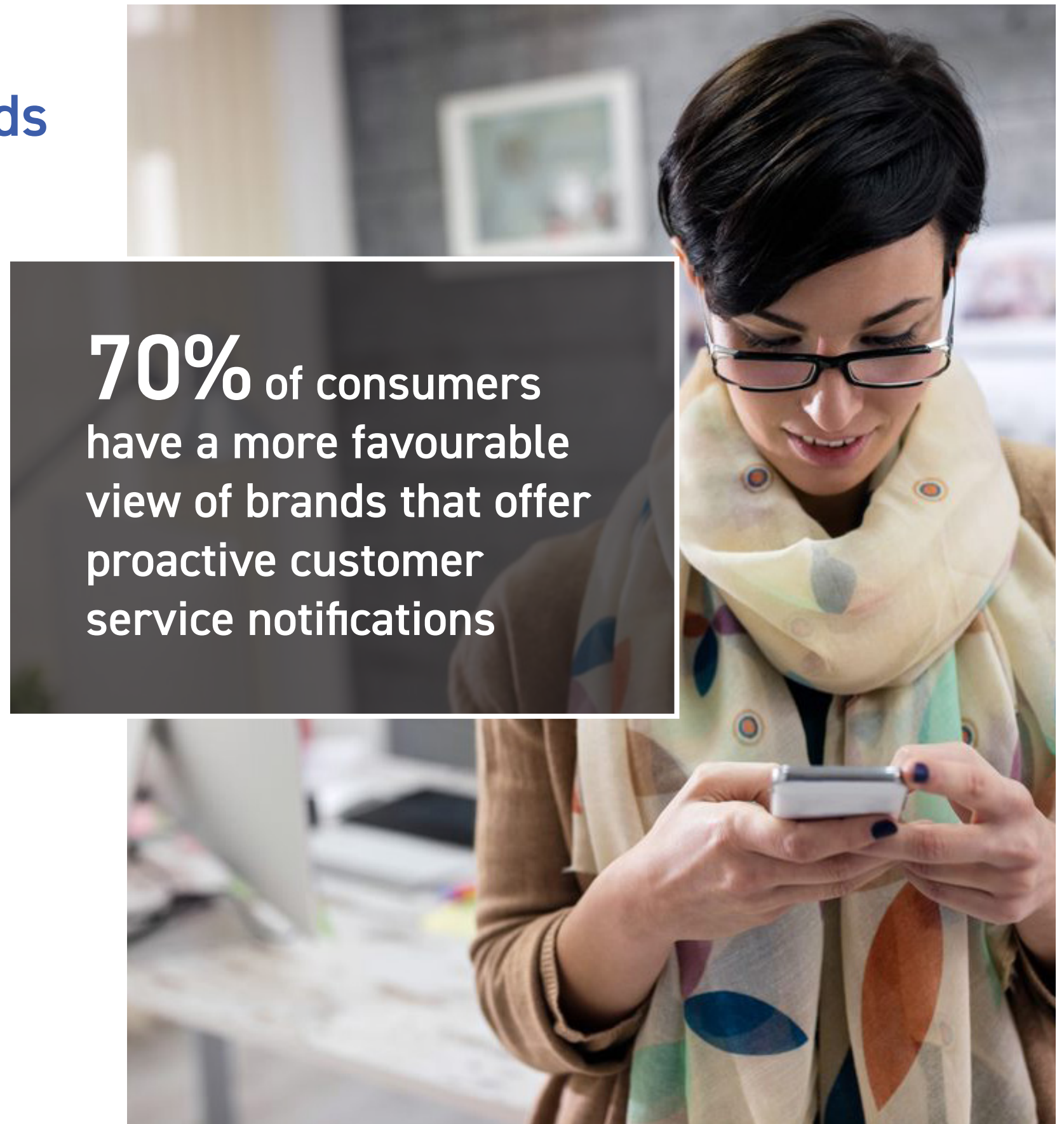


Being Proactive Has Its Rewards

Increasing customer loyalty by 5% can lead to increased profits of 25% or greater.¹ It's no surprise that organisations are investing in improving their customer experiences, and the contact centre is the at the front line in the battle for your customers' loyalty. One of the best ways that organisations can improve their customer experiences is to develop personalised proactive outreach strategies that help customers solve problems before they arise. 70% of consumers have a more favourable view of brands that offer proactive customer service notifications² and sending timely and relevant messages to your customers is a great way to drive customer loyalty.

Driving effective outbound campaigns require best-of-breed proactive engagement software, which helps organisations efficiently contact their customers while maintaining compliance with key regulations.

1. Bain & Company. Prescription for Cutting Costs: Loyal Relationships. Fred Reichheld.
2. Microsoft.




Stay Out in Front of Your Customers

Providing critical information through the customer's preferred channel supports increases in and service satisfaction, recovered debt and sales revenues. Organisations are differentiating their outreach strategies by applying customer preferences and sending information when its most critical. The most advanced proactive outreach strategies anticipate the needs of customers and provide personalised service experiences. It's also important to focus on going beyond one-way notifications and offering two-way conversations that allow customers to check order status, make payments and reschedule appointments within self-service channels to offer 24x7 service and offset costly inbound calls.

Another way that organisations are standing out from the crowd is by anticipating their customers' needs. Proactively helping customers address problems before they arise and exceeding their expectations with personalised communications based on recent purchases or events is a fantastic way to improve customer loyalty. In fact, 71% of consumers expect companies to deliver personalised interactions. And 76% get frustrated when this doesn't happen.¹

1. McKinsey, Next in Personalization 2021 Report.



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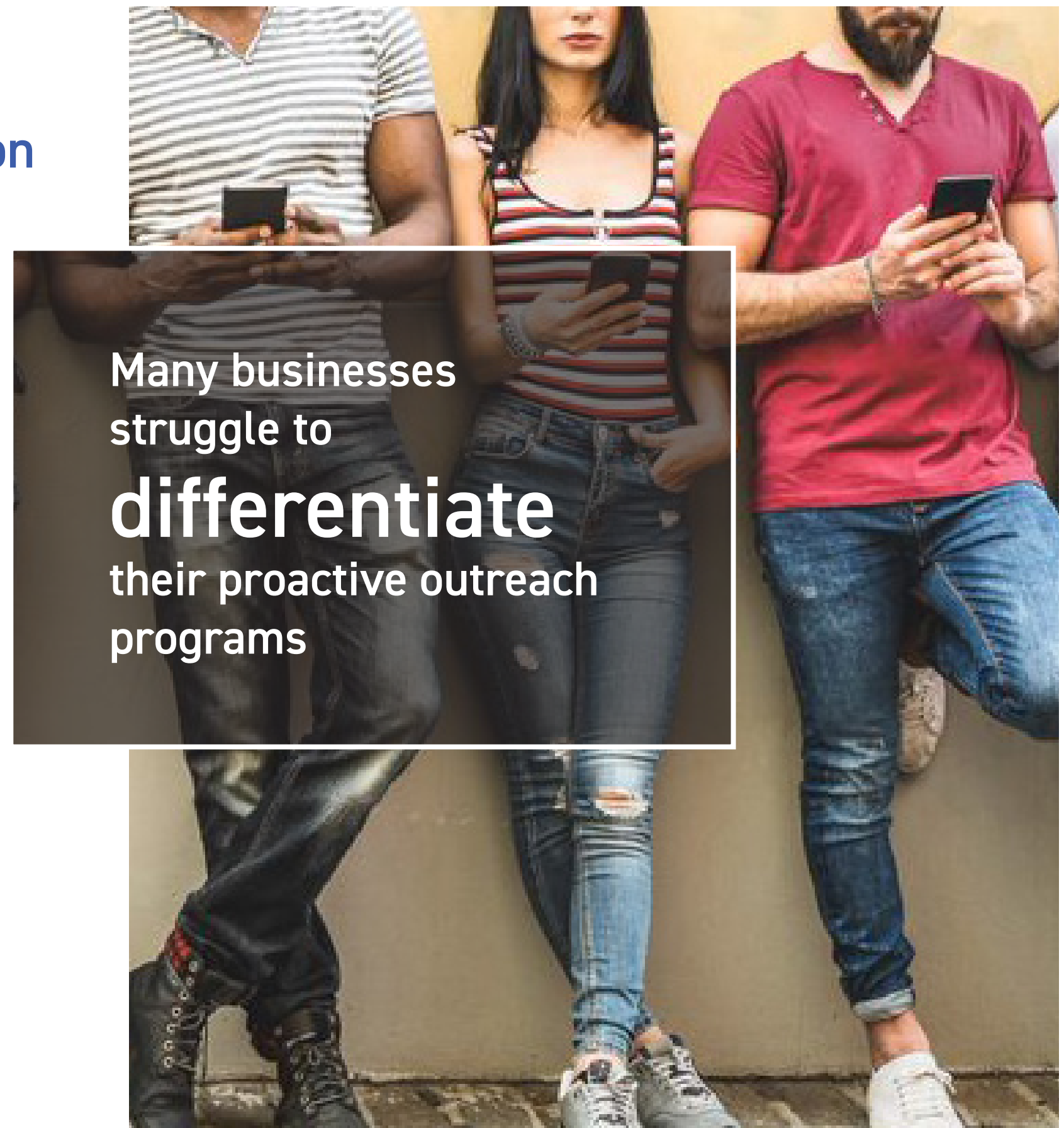
Putting Successful Outbound Engagement Strategies into Action

While outstanding proactive engagement strategies can have a powerful impact on customer loyalty, many businesses struggle to differentiate their proactive outreach programs. There are a variety of obstacles that organisations face to providing these experiences, including complex regulations, budget constraints and outdated technology.

Adopting powerful outbound list management, compliance, automation, and routing software can help organisations improve both the efficiency and the efficacy of their outbound operations. Enterprise integration is another critical piece of the puzzle in deploying outbound solutions, and it's important to make sure information can flow freely across systems and functional areas.

“The capabilities of Alvaria’s technology allow us to create more complex outbound campaigns and requirements for our business that other technologies do not give us.”

— Glen Thies, Director, Central Pharmacy Services at CVS/pharmacy



Compliance is Crucial

Complying with increasingly complex regulatory requirements like TCPA, CFPB, Ofcom, and other government regulatory bodies requires the advanced list and campaign management tools. Focusing on compliance is not optional—each TCPA violation can cost organisations between \$500–\$1500!¹ However, it's important to balance compliance with agent productivity, and flexible outbound solutions offer a variety of capabilities that help businesses meeting targeted outreach and collections goals while adhering to key regulations.

Centralised attempt and consent tracking capabilities help organisations ensure that they have harassment controls in place for each customer record, while ensuring that each outbound attempt is not violating regulatory guidelines.

Do-not-call and exemption rules are a must for contact centres to comply with regulations. For example, specific rules to ensure that customers are being reached during certain hours of the day helps avoid harassment violations and provides better customer experiences.

Track and manage numbers that have been ported from a landline to mobile to ensure they are complying with state and local regulatory requirements and customer move to new states, zip codes, or locations with a different area code.

These are just a few of the many tools organisations can use to help stay within regulatory compliance guidelines, and it is important to build contact centre processes and procedures that are compliant by design. Advanced outreach and campaign management software is crucial to defining these processes and automating campaign execution tasks to help companies comply with regional and country regulations.

1. Telephone Consumer Protection Act 47 U.S.C. § 227





Effective proactive
outreach campaigns
require

best-of-breed
software

Building and Executing Effective Outbound Campaigns

“Alvaria’s contact centre technology is like a plug and pay solution. We were able to implement it in just a few months’ time.”

— *Dennis L Matutina Executive Vice President, Center Head – Channel Development*

Implementing effective proactive outreach campaigns requires best-of-breed list and campaign management software that offers contact centres maximum flexibility to reach their service, marketing and collections goals. Every outbound engagement strategy should be supported with dialling and pacing options such as preview, precision, predictive, automatic and blaster. Businesses require the ability to rapidly adjust processes to accommodate new campaigns or engagement strategies, which should include the ability work multiple lists at the same time while prioritising certain records over others. Contact centres can also analyse historical transaction and contact data to determine when and through what channels certain customers are most responsive, and leverage best-time-to-call capabilities to reach customers more often.

Contact centres can improve the efficiency of their operations by automating daily proactive outreach tasks based on contact rate targets and adjust staffing accordingly. Businesses can also increase right party contacts and maximise agent efficiency with tools such as answering machine detection, right-party verification, and convenient time to call rules. Another way to improve contact centre efficiency is to set up agent skill groups, and route records to be dialled to agents that are most qualified to handle each interaction.

Sometimes outbound communications are urgent, such as in the cases of fraud alerts or pursuing hot leads. In these cases, outbound software should integrate with external systems to ensure that records can be moved to the front of the queue.

Best-of-Breed Outbound Solutions

Alvaria offers best-of-breed outbound dialling and multi-channel contact capabilities with campaign and list management, automation and compliance tools that power many of the largest and most well-known organisations in the world. This functionality makes it possible to provide critical information to the right people, at the right time through the most effective channel, supporting increases in productivity, service satisfaction, recovered debt and sales revenues.

See why Alvaria is the global leader in deploying outbound solutions. Contact us today for more information or to request a demo.

1-888-547-2481

www.alvaria.com