Enhancement in Predictive Dialer for Automatic Call Distribution: Simulation and Implementation

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Modern enterprises rely on the outbound call centers for Customer Relationship Management (CRM) and Marketing. These outbound call centers use a computer based system that automatically dials phone numbers for agents and relieves them of time spent on call set-up and getting no answers or busy tones, hence improving their productivity. But these call centers need improvements in the automatic dialer systems because of their need to adapt their operations in different countries, like the UK and the USA where the phantom calls (silent calls where the customer gets a blank call) are strictly regulated. For such reasons predictive dialer has been developed. A call maturity predictive algorithm dials a list of telephone numbers and connect answered calls to the agents or customer service representative, the idea of algorithm is to initiate a new call for the agent before agent complete the current call by utilizing average call length and average call set up time of the previously successfully completed calls.

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