Exceed Customer Expectations with Proactive Outbound Strategies
Market Shift From Reactive to Proactive

Reactive contact center engagement has felt like the status quo for a long time. But there’s a radical shift in the market happening right now. Believe it or not, proactive customer engagement is predicted to outnumber reactive engagement.\(^1\) Waiting until problems arise is no longer enough in terms of how brands should engage with their customers. Consumers want to hear from you before issues come up. Two-thirds of consumers want brands to engage with them proactively.\(^2\)

Organizations that focus on proactive customer engagement are winning in this new market. In healthcare alone, the benefits are enormous - with $150 billion in “no show” patient costs in the US.\(^2\) If organizations could reduce this even 5% with proactive outreach to consumers or patients, that’s $7.5 billion in savings.

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Proactive Delivers on Customer Expectations

It’s no surprise that organizations are investing in improving customer connections, and the contact center can be a competitive advantage for leaving a lasting impression with customers. Organizations can keep with this new market shift by creating proactive and compliant strategies that help customers solve problems before they arise. 72% of consumers report they greatly appreciate proactive resources and/or support from businesses, so sending timely and relevant messages to your customers is a great way to exceed consumer expectations and drive customer loyalty.

Driving effective outbound campaigns require best-of-breed proactive and compliant software, which helps organizations efficiently connect with customers and act as a trusted partner.

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Anticipate Customer Needs in the Right Channels

Customers want to hear from you on the channels they prefer. 80% of consumers have shopped across at least three channels in the last six months. Providing critical information through the customer's preferred channel means higher customer satisfaction, more recovered debt and increased sales revenues. Organizations 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 personalized 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.

Organizations are standing out from the crowd by also anticipating their customers’ needs on those preferred channels. Proactively helping customers address problems before they arise and exceeding their expectations with personalized communications based on recent purchases or events is a fantastic way to leave a lasting impression.

Delinquency is painful for everyone involved. It’s easy for customers to start feeling like a brand is synonymous with unpleasant interactions around missed payments or financial struggles. For an organization, the contact center employees reaching out most likely don’t enjoy those interactions either. Unfortunately, these interactions happen often considering that more and more Americans are struggling to pay their bills.  

Adopting powerful outbound list management and compliance software that integrates with other systems can connect proactive outbound strategy with the holistic customer experience. Using the latest customer data and a proactive, compliant outbound strategy, organizations can make delinquency a thing of the past and produce more positive connections for customers and agents alike.

Complying with increasingly complex regulatory requirements like TCPA, CFPB, Ofcom, and other government regulatory bodies requires advanced list and campaign management tools. Focusing on compliance is not optional — each TCPA violation can cost organizations between $500–$1500!  

However, it’s important to balance compliance with empathy. This means proactive outreach that is considerate and thoughtful, while keeping in-line with collections goals and key regulations. Compliant and empathetic proactive outreach means functionality like:

Centralized attempt and consent tracking capabilities that help organizations 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 centers 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.

Tools for tracking and managing numbers that have been ported from a landline to mobile ensuring they are complying with state and local regulatory requirements and customer moves to new states, zip codes, or locations with a different area code.

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

Proactive Is Your Competitive Advantage

While outstanding proactive engagement strategies can have a powerful impact on customer satisfaction, many businesses struggle to differentiate their proactive outreach strategies. There are a variety of obstacles that organizations 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 organizations 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 HEALTH
Effective proactive outreach campaigns require best-of-breed software.

Implementing effective proactive outreach campaigns requires best-of-breed list and campaign management software that offers contact centers maximum flexibility to reach their service, marketing, and collections goals. Every proactive outbound strategy should be supported with dialing 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 to work multiple lists at the same time while prioritizing certain records over others. Contact centers can also analyze 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 centers 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 maximize agent efficiency with tools such as answering machine detection, right-party verification, and convenient time to call rules. Another way to improve contact center efficiency is to set up agent skill groups, and route records to be dialed to agents that are most qualified to handle each interaction.

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

“Alvaria’s contact center 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
Best-of-Breed Proactive Outreach Solutions

Alvaria offers best-of-breed outbound dialing and multi-channel contact capabilities with campaign and list management, automation, and compliance tools that power many of the largest and most well-known organizations 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 proactive and compliant outbound solutions.

Contact us today for more information or to request a demo.

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