CASE STUDY

PowerCall

Use Machine Learning to find the best strategy of contact for each individual client and improve your call center results.

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Beyond Predictive Dialing

Predictive dialing is a feature commonly available in many dialer solutions. It helps keeping your agents busy by calling clients even before other calls have terminated. **But are you calling the right number at the right time?**

Current software leaves contract priority up to chance which results in sub-optimal call sequences and bothers your clients in many ways: **Calls during work hours, repeated attempts during the same time-of-day, calling the home number while the client is away...** Sounds familiar?

Our product uses **state-of-the-art machine learning to find the best strategy of contact for each individual client**. By learning the patterns that are present on your call history, you can leverage this knowledge to improve your contact sequence, without having to manually configure rules or segments.

A major portuguese company adopted a smart ranking solution and achieved

32%
Less Failed Attempts

15%
More clients reached

67%
Increase in Answer Rate

We solve the complexity of finding the best time to contact each client and translate it into a ready-to-execute call.

How does it work?

Information

Call History
Previous attempts
Reschedule Time
Success rate

Geo Location
Timezone
Events & Lifestyle
Competition Zones

Demographics
Age
Socio-Economics
Share of Wallet

Product Usage
Context
Usage Hours

User Preferences
Prefered Contacts
Contact Schedule

1. By integrating information from the dialer's call history, user demographics and external data-sources **we predict which calls are likely to succeed**.

2. Using these predictions together with **heuristics, reinforcement learning and optimizers**, we formulate a dialer strategy that maximizes your business goals while respecting your operations' constraints.

3. The strategy is converted into a simple **priority list that your dialer imports** at the start of the day or is consumed online through an **API** that indicates which number to call next**.**

Objectives

Business Goals
Client Satisfaction
Sales & Revenue

Operation Capacity
Available Agents
Schedules & Shifts
Regulations

Machine Learning parses the information present in multiple data-sources and distils a ready-to-use dialer strategy that maximizes your business goals.

Want
To Learn
More?

Proof of Concept

Schedule a free consultation and get to
know what PowerCall can bring
to your company.

About Us

We provide consulting services
on data science and machine learning.

With our assistance, our clients have been
creating solutions for their business needs,
ranging from churn prediction, product
recommendation, failure detection
and more.

We have professionals with diverse skills
that can help you bring new projects
to light, from conception to production.

Bring us your own challenge!

Get In Touch

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