

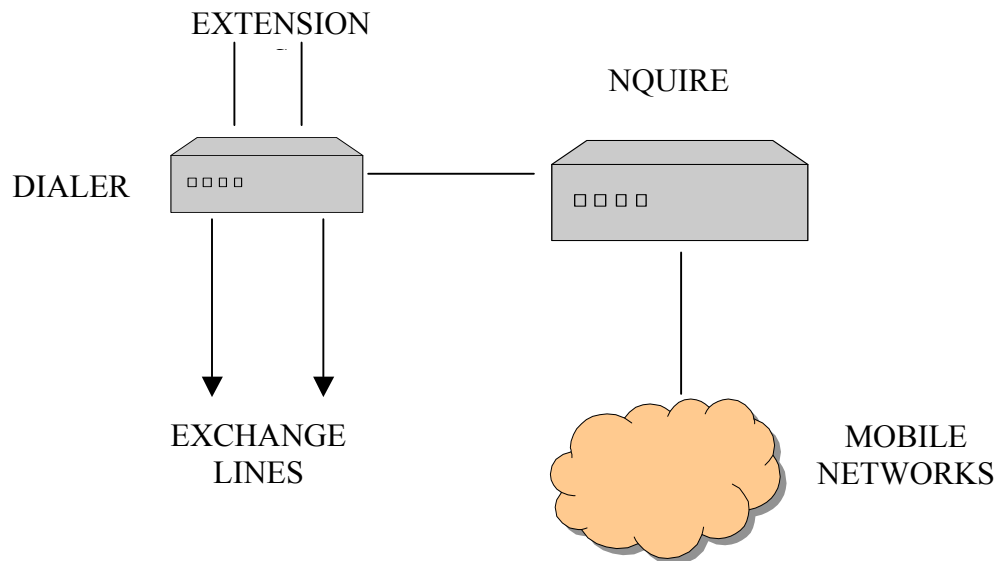
## CALL CENTRE CONNECTIVITY TO NQUIRE FOR OUTBOUND CALLING PRODUCTIVITY ENHANCEMENT

As a standard rule of thumb, in any database of mobile numbers, circa 15% at any one time can be considered dead or unobtainable. This is due to a number of factors but mainly it is the end product of contract changes by the mobile user. This level of unobtainable numbers can have an adverse effect on the Call Centre's productivity especially where exchange line optimisation is considered.

NQuire can improve the outbound calling performance of Call Centres by the manner in which it's intelligent interrogation of the mobile networks determines whether the mobile number being called is active, inactive, live, dead or absent **before** the actual call attempt is made.

This is achieved in one of two ways:

1. Before the mobile number database is loaded into the Dialer using the NQuire Confirm secure web portal (See NQuire Confirm Product Sheet)
2. In Real-Time after the mobile number database has been loaded into the Dialer in the following manner:



The Dialer picks a mobile number and prior to grabbing an outbound exchange line and making a call attempt, sends the mobile number to NQuire via a simple direct TCP/IP, HTTP or XML connection.

NQuire tags and reformats the message and sends it via its direct connection into the mobile networks along with a specific routing query request. As soon as the response



## enabling network solutions

to the number query request is received back, NQuire returns it to the call centre Dialer. The resulting data contained in the returned number query request provides the Dialer with all the information necessary to decide whether to progress with the call attempt or not. The NQuire system takes between 20 and 350 Milliseconds to service each request and can handle multiple number requests per second.

## BENEFITS TO THE CALLCENTRE

- **Dramatic improvement in outbound calling productivity**

Without the assistance of the NQuire mobile number look-up query service, it can take on average between 7 and 14 seconds to decide whether a mobile number is live, dead or absent from the network. With the process briefly outlined above, NQuire can provide the call centre Pabx with such an answer in between 20 and 350 milli seconds of the request being made.

*Example: A call-centre has 100 seats allocated to a campaign; during the first hour of the campaign 100 numbers processed by the dialer are found to be "dead" numbers and each number has taken 14 seconds to determine its viability resulting in over 23 minutes of unproductive time*

- **Real-time information on mobile numbers being called**

In addition to showing that a mobile number is active, inactive, live, dead or absent NQuire can also determine whether a number has been ported to another mobile network. Information can be provided on the original network and the network to which the mobile number has been ported

- **Upkeep/validation of the mobile number database**

Using NQuire's secure web interface **NQuire Confirm**, existing mobile numbers can be uploaded to check or confirm that they are still valid

These benefits are fundamental and not only does NQuire improve the outbound calling productivity by a factor of around 20 times or greater, but also ensure that any associated database is maintained and loaded only with live and current numbers.

For further information on this or **NQuire Confirm** please email us at: [sales@nquire.co.uk](mailto:sales@nquire.co.uk)