15 Best Practices

for Outbound Call Centers with 50 or More Agents



Managing Team Productivity and Motivation



01 Set New Agents Up for Success

- A checklist
- Easy workspace setup
- Clear expectations
- Mentorship
- Regular check-ins

02 Incentivize Peak Performance

- Display leaderboards
- Create competitions
- Use incentive compensation
- Offer clear career progression

03 Build Key Lines of Communication

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Tracking Performance and Identifying Issues as They're Happening

04 Get Granular with Your Reporting

Real-time reporting

Historical reporting



05 Lean on the Right Agent Metrics

Talk time

Wrapup time, or After Call Work (ACW)

Pause or wait time

Calls per agent

Number of sales and revenue per agent

06 Analyze Your List and Lead KPIs

Lead KPIs

- Connection Rate
- Lead Conversion Rate
- Cost Per Lead
- Revenue Per Lead

List KPIs

- Contact Rate
- Average Talk Time
- Total Revenue
- List Profit and Loss

07 Enlist the Help of AI

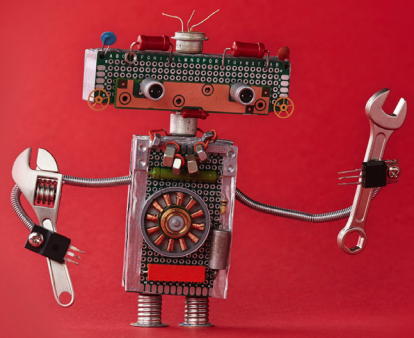
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Optimizing and Automating Operations



08 Minimize Downtime, Maximize Connections with Predictive Dialing

09 Amp Up Your Answering Machine Detection

10 Get the Right Agents on the Line with Skills-Based Routing

11 Use Dynamic Scripts to Boost Conversions and Stay Compliant

12 Expand Your Reach with Automated Omnichannel Outreach

Supporting Contact Center Compliance

13 Keep Up with the Compliance Landscape

14 Minimize Call Blocking and Flagging While Monitoring Caller ID Reputation

15 Implement Smarter Dialing Strategies



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