

# **Evaluate Campaign**

Re-Calls & Adjust Settings

## **Evaluate Campaign Re-calls**



The biggest mistake most Call Centers make is not knowing their agents Calling Capacity and creating more Re-Calls than the agents can reasonably handle in one day.



Campaign Results by Campaign: Shows which Campaigns are being called and provides the total Disposition count for each Campaign. This report can be used to determine how many Calls your team can reasonably make in a Day, or a Week's time. (Be a conscientious manager, know if your team is clicking but not calling!)



Re-Calls by Campaign- used to identify how many Re-Calls are scheduled within your Campaigns.

## How do we know if we have too many Recalls?

Campaign Results Report

Re-Calls by Campaign Report, re-grouped by Scheduled Recall date/time



These two (2) Reports will tell you if you have more re-calls scheduled than what your team can reasonably handle.

## **53 Dials per Day**

	<b>Grand Total</b>				
ointment	Released	External completion	Return Call Later	No callable phone numbers	
5	0	4	3	0	25
0	0	1	0	0	1
1	0	0	0	1	6
0	0	0	3	0	6
0	2	2	3	0	15
6	2	7	9	1	53

#### **CALL CENTER SETUP**

## **How to Adjust Campaign Re-call Settings**

Ensure your team can get through all the Re-calls each day!

Re-Call Duration - Busy Signal Re-Call Duration - No Answer mins 0 days 6 hours mins days hours Re-Call Duration - Left Message Re-Call Duration - Return Call 6 hours () mins days hours mins 0 days Later

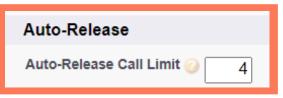
## Hiring more Call Center agents?

Increase the Campaign's Re-call frequency

to call more often, completing the recalls sooner!

#### Not Hiring additional Staff?

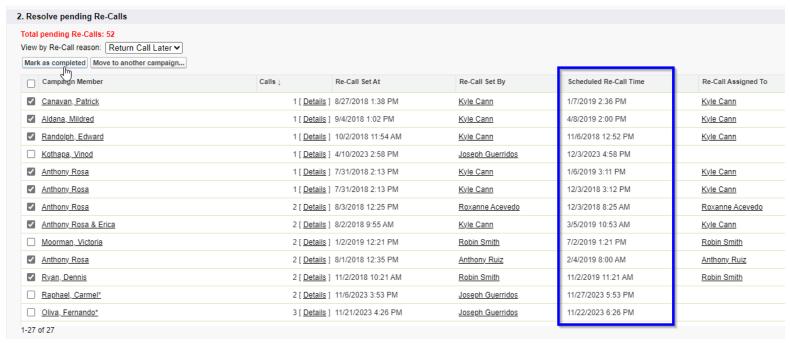
Decrease the Campaign's Call Limit Setting, ensuring the Lead is released so you call the freshest inquiries.





# **Clean the Campaign Members List often**

Look for old Re-calls and Mark as Completed
There should only be FUTURE Re-calls at the end of each Business Day!



#### **CALL CENTER SETUP**

## **Look for incorrect Call disposition use**

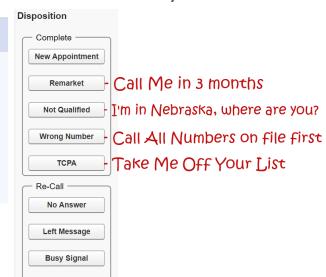
Know when to use **Remarket** versus **Return Call Later** 

Re-Train your Telemarketers on the most appropriate disposition to use every time!

Campaign Name: Fresh 0-5 (36 records)							
WILTCHER, DUSTIN	WILTCHER, DUSTIN_0	basion Yahou	Return Call Later 4/11/2024 10:12 AM				
Partridge, Kevin	Partridge, Kevin_0	baloh Yahos	Return Call Later 4/27/2024 11:04 AM				
Kaur, Kiran	Kaur, Kiran_0	Chemitria Johnson	Return Call Later 11/11/2023 9:08 AM				
Bryant, Robbie	Bryant, Robbie_0	Chemitria Johnson	Return Call Later 11/15/2023 10:59 AM				
sample, Deon	sample, Deon_0	Christian Johnson	Return Call Later 1/3/2024 12:13 PM				
Weatherspoon, Ursula	Weatherspoon, Ursula_0	Insalash States	Return Call Later 12/1/2026 7:02 AM				
Miller, Catina	Miller, Catina_0	Inselat Nation	Return Call Later 12/14/2026 :39 PM				
McMullan, Ethan	McMullan, Ethan_0	Insigh Nation	Return Call Later 6/14/2024 1:43 PM				
Elliott, Donnie	Elliott, Donnie_0	Issainh Yahou	Return Call Later 12/14/2025 :49 PM				

In a Fresh Leads 0-3 Day Campaign, no re-calls should be scheduled more than 5 days out, otherwise use the **Remarket** button instead.

This is relative to the timeframe of the Campaign. If it were a 1-15 Day Campaign, you can schedule a **Return Call Later** up to 15 days out.



Overuse of **Return Call Later** can result in too many Scheduled Re-calls.

Return Call Later - Call me Tuesday at 5pm

## How to reach us?

- Admins Use the Help Bot within your system: Click Get in Touch
- 2. Open a Ticket at: <a href="https://support.improveit360.com/">https://support.improveit360.com/</a>
- 3. Or Email Us: <a href="mailto:support@improveit360.com">support@improveit360.com</a>

Support Office Hours: Monday – Friday, 9am-5:30pm Eastern time

