PURE CALLERID

Q3 2023 KPI Report
## Transforming Outbound Engagement

Recent case study from a client leveraging Pure CallerID's suite of solutions experienced transformative outbound engagement results. With the implementation of individual record level callerID mapping, the contact rate skyrocketed from 9.1% to 16.43%. This client achieved a 29% reduction in system dispositions, exponentially decreased their wait time from 32% to 8%, more than doubled agent talk time, and witnessed a remarkable 69% reduction in outbound dialing. This efficiency not only enhanced agent productivity across their 412 blended agents, driving up EX and providing better CX, while resulting in a significant telephony cost savings.

CONTACT RATE

Bar chart showing contact rate for JUL, AUG, SEPT (0% to 20% axis).
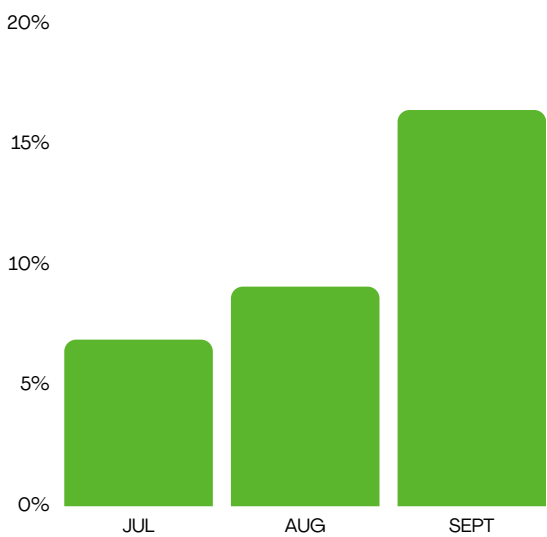
Improvements across all critical KPI

With the addition of record level callerID mapping in September, and activation of DataBoost Tier 0 across all campaigns, contact rate jumped to 9.1% and then 16.43% to finish the quarter with stronger than ever numbers.

Line chart — Daily Dials and Active Agents across Q1, Q2, Q3 (0k to 500k axis).
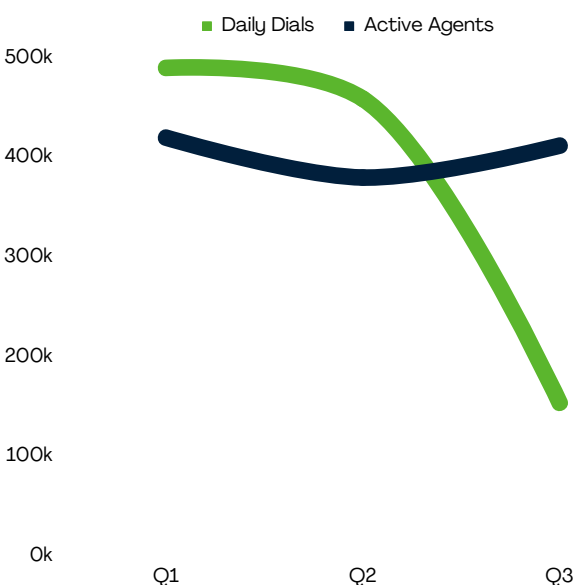
"After implementing all of the suggested services, we observed an Incredible 69% reduction in daily dials, even as we scaled our workforce. It was a moment of 'Is this the future of efficiency?' Our agents are maximizing productivity, streamlining operations, and achieving unprecedented outcomes, all while dialing significantly less. Truly a paradigm shift in outbound engagement."
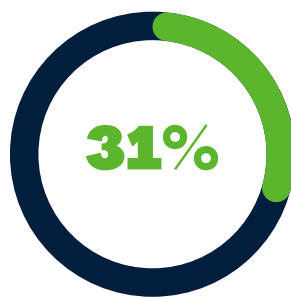
SYSTEM DISPOSITIONS
11%

29% Reduction In Bad Contact Dispositions

OUTBOUND DIALING
31%

69% Reduction In Daily Dials

INBOUND CALLBACKS
15%

15% Increase In Inbound Callbacks from SMS Auto Responder

412 TOTAL
183 FTE
229 PTE

AVG DAILY TALK TIME (FTE)

3 HR 11 M — Q3

194% INCREASE

1 HR 38 M — Q2

109 Remote   **303** On Site

4 SITES
6 SHIFTS
5 LANGUAGES

What impact will Pure CallerID have on your business?
Find out at purecallerid.com or call us at (844) PURECID