

How can a SPITFIRE Dialer System help your small business succeed?



Your Survival is based on your competition...

Your competition has a dialer system, they maybe way ahead of you in terms of what their call center can do on a daily basis!

Today you need a dialer system. It should be considered essential as the number one way to keep your companies name on the mind of your consumer base before your competitors.

Spitfire allows your system to grow with you when your needs change. You can't afford to make bad decisions and OPC recognizes that choice.

SpitFire is the foundation for all of your marketing and customer notification efforts. Consider all the other forms of advertising and marketing.

Everyone is trying to convince you that their Newspaper or Radio advertisement is the way to go. How do you know that Customer "A" has your station tuned in at that moment in time? Will customer "B" have the radio on this week? SpitFire's call campaign management will report to you on the success of the phone numbers you have contacted successfully.

SpitFire will keep track of those who did get the call and who did not get the call, enabling you to call back again; did Radio or Newsprint allow that same advantage to you? Print advertising has a short time to live and can cost more to run ONE ad than what SpitFire Costs in an entire year.

Everyone is looking for the least expensive advantage in business, be one step ahead of the competition with your SpitFire family of products. The real advantage is increased talk time (up to 400%) and real organization in your calling campaigns. Start dialing where you left off yesterday.

Arrange call-backs and appointments with your most trusted and important closers. There is a thousand ways a SpitFire dialer can give you an advantage, its use is only limited by your own imagination.

Definition of an AutoDialer:

SpitFire AutoDialer (SPX) systems are referred to in many different terms such as auto

Auto Dialers for small and medium sized businesses have many applications such as outbound delivery of all types of reminders, sale invitations, absentee notifications, surveys, automated voice messaging to a new customer base. Auto Dialers can also be used to automatically answer all inbound calls to a specific number then play a pre-recorded message.

Companies may also auto dial to their existing clients for information updates, notifications, and collection services. The use of auto dialers allows your message to be delivered to the masses in a very short period of time and much faster than manually dialing numbers. It also keeps track of the calls status by reporting back to the database.

Any party with an existing business link may utilize an Auto Dialer for customer relationship contact of any type, however, always is certain to confirm all Federal and State laws once again for your related set of laws.



dialers, AutoDialer, automated dialers, telemarketing dialers, power dialers, IVR's (Integrated Voice Response Systems) and predictive dialers to name just a few.

Auto dialers will dial numbers automatically from a database, detect the difference between Live Answers and Answering Machines or Voicemail, and deliver a pre-recorded message (that you recorded yourself). Depending on the configuration and the capacity the amount of available telephone lines determines how many calls the AutoDialer places or receives per hour. Auto Dialers can be sometimes confused with Telemarketing Agent Predictive Dialers where live human interaction is required.

Definition of a Predictive Dialer:

SpitFire Predictive Dialer (SPD) is a computer based dialing system for small and medium sized businesses that quickly places outbound calls via database interaction using special telephone cards that connect to a variety of communication and telephone lines. Depending on the configuration and the amount of Live Agents determines how many calls the Predictive Dialer places per hour.

SpitFire SPD automatically places outbound calls from a pre-loaded database list of numbers on a single line or multiple line cards.

These databases are scrubbed against the "Do-not-call" Federal dataset when your list you're going to call is imported into SpitFire. The registry is managed by the Federal Trade Commission (FTC), the nation's consumer protection agency. It is enforced by the FTC, the Federal Communications Commission (FCC), and state officials. The Federal DNC requires you to register to get the downloaded list and may require fees and certain business information. If they are a current customer you may be able to call them without the FTC's DNC, contact your legal advisor for more information.

The "Predictive" in Predictive dialers refer to the ability to dial down the amount or increase your call volume depending on how long it takes for an agent to complete the call process. SpitFire then "predicts" how long it will take for an Agent to be available for the next call. The call time may vary from one day to the next with some campaigns pitch length, product information, customer retention of the offer and the amount of staff currently available. SpitFire increases your Agents productivity up to 400%.

Predictive Dialer systems differ from Auto Dialers as these systems allow live agents to interact with live clients, auto fill agent screens with client data, and update all pertinent web page or CRM based application information related to their particular client as well as set callbacks, reminders, deliver emails and faxes, transfer calls and perform 3rd party verification and recordings..

Value... If real value is on what you are looking to accomplish, then ask yourself these seven business questions before taking on any project:

1. Is my call center or marketing project aligned with a specific company strategy?

Telemarketing takes hard work; define the requirements for a SpitFire Solution to fulfill your needs. You must commit to your success by defining your goals.

2. What is the project's value to the business?

The business minds in your company responsible for the project must define and defend its value. Invariably, this responsibility falls onto the desk of the owner or senior management, where justifications and solutions are created and projects goals gain momentum.

3. Have you defined the measures of success the Dialer solutions can afford?

To be of any real value, specific metrics are necessary. SpitFire can transform your entire business. You must be able to place a value on this process and be able to quantify the results

4. How realistic are your key assumptions?

Those assumptions accepted simply to please the customer or boss will falter. Give each assumption a reality test, such as: "The sales manager will assign three senior full-time salespeople, beginning today for a period of one month, to measure the success for this project." They will then validate key assumptions or add new ones.

5. Is the deadline on productivity achievable?

Build in enough time for all steps of the process, from requirements gathering, communication infrastructure to

campaign testing and user training.

6. What are the unknown conditions?

Our research shows that some 70% of projects-in-progress don't have their unknown or "what if" conditions defined. What if your telecommunication carrier's lines go down? What other emergencies may have an impact on your dialing success?

7. What are the implications of doing nothing?

Often considered taboo, this question is worth asking because it requires you to justify the value of your proposed call center or Dialer solution in a realistic manner.

Your Small & Medium Sized Business outbound telemarketing opportunities in your Area will include:

- Account Payment Protection
- Announce a Sale, Grand Opening, or Special Event
- Appointment Setting
- B2B or B2C
- Direct Mail Follow-up
- Fundraising
- Lead Generation/Qualification
- List Cleaning/Database Update
- Market Research
- New Product
- Orphaned Customer Management
- Phone Sales
- Political, GOVT & Grass Roots Campaigns & Polls
- Product/Service Selling
- Prospecting
- Recruiting
- Seminar Registration
- Surveys
- Trade Show Follow-up
- Up-selling/Cross-selling
- Voice Broadcasting
- Where to get Help after the sale

CALL 800-859-5924 or local 972-267-3279

Only talk and connect to Live People.



SpitFire Predictive Dialer*

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We're Here to Help You Get Started... Are You Ready To Make The Call?



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