

Case Study

Five studies were run using progressive/power dialing and predictive dialing. No changes to the survey or sample fluctuations between the progressive/power and predictive test groups.

Specifics – 7 minute survey, 100% incidence, 1% abandonment rate, fresh sample first.

	Progressive/Power Dialing CPH	Predictive Dialing CPH	Percentage of increase
Study 1	3.84	5.70	48%
Study 2	5.56	7.30	31%
Study 3	4.17	6.40	53%
Study 4	4.01	5.60	40%
Study 5	3.76	4.90	30%

CPH: Completes per Hour

Estimated difference in agent talk time

Talk time can significantly be increased by moving from manual dialing to progressive/power dialing to predictive dialing. The percentage of increase in talk time from progressive/power dialing to predictive dialing can produce an approximate 40-45% increase.