

Call Center SchedulerSM

Increase connects — by calling at the right time

Increasing the number of connects per hour is one of the biggest challenges to the success of your collections efforts. With Call Center SchedulerSM from Experian, you can improve your hourly connect rate by 10 percent to 30 percent by calling consumers when they are most likely to be at home.

A powerful calling tool

Call Center Scheduler leverages Experian's comprehensive data repository to match living units with the time of day you are most likely to reach them — giving you the power to substantially improve your call center's efficiency by:

- Eliminating wasted calling efforts and reducing outbound call volumes that do not elicit contact
- Improving staffing placement by planning around calling patterns
- Combining Call Center Scheduler with custom collection models that correlate with other desired behaviors

The result: You connect more for a significant bottom-line improvement.

Reliably predict your ability to make contact

Call Center Scheduler uses demographics, geodemographics and lifestyle information to reliably predict the probability of a consumer being home at one of four times:

- Morning (before noon)
- Afternoon (between noon and 5 p.m.)
- Evening (5 p.m. or later)
- Evening/Weekend

The score is derived from Experian's INSOURCESM Database, the nation's largest repository of consumer marketing information, containing data on 215 million consumers in 110 million living units. Unparalleled accuracy, depth, breadth and freshness of data make INSOURCE the number one choice of marketers.

The model development process

Experian[®] developed Call Center Scheduler specifically to meet clients' need for a cost-effective, easy-to-implement solution to improve call center efficiency. Since different data elements were predictive for different times of day, four proprietary models were created — Morning, Afternoon, Evening and Evening/Weekend. Each model scores the likelihood of contacting a consumer in the living unit during its respective time period.

Living unit records are scored separately for each model, placing the record in one of five tiers. The "A" tier indicates the highest probability of the consumer being at home, while the "E" tier indicates the lowest probability.

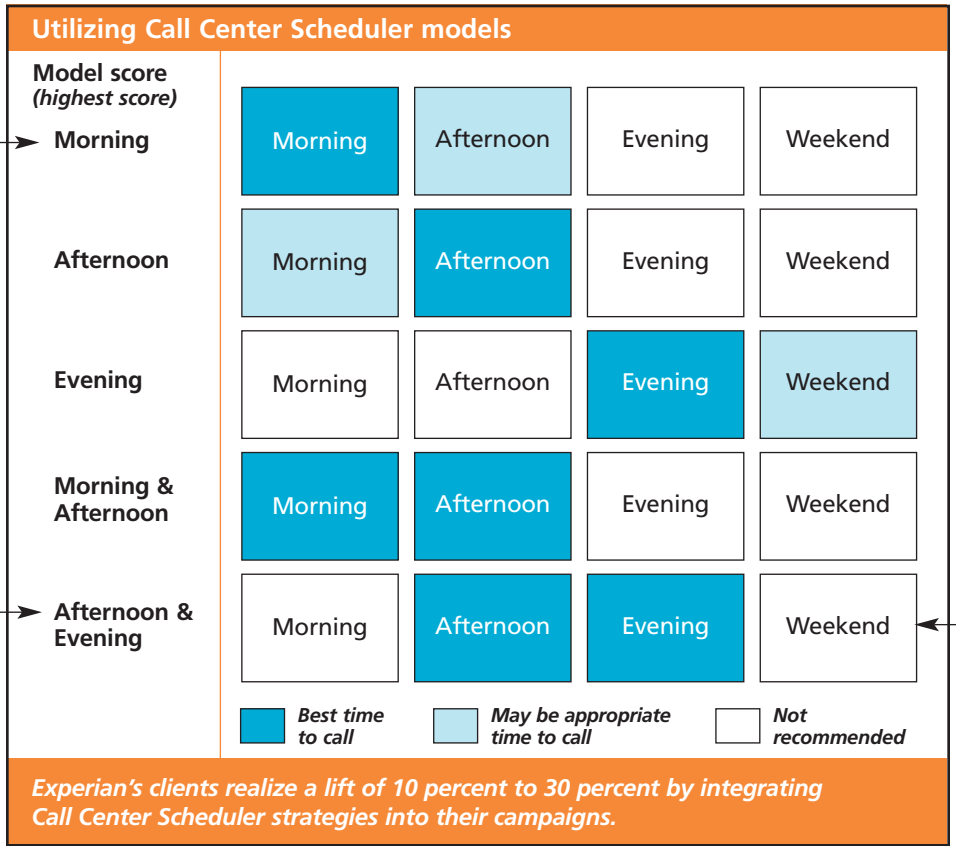
The highest-scoring tier is placed on each record. In the case of a tie, a combined score is appended to the record. For example, if the afternoon and evening models scored equally in the highest tier, the score would be an afternoon and evening score.



Optimize your dialing strategies using Call Center Scheduler scores

This living unit record scores highest for the morning and second-highest for the afternoon. You can place this record in your morning queue and follow up with attempts in the afternoon.

This living unit record shows an equal likelihood of contact in the afternoon and evening. Depending on staffing, you can place this record in either queue.



White boxes indicate a low probability of reaching the consumer in the living unit. You can improve efficiency by eliminating outbound calls in these time periods.

Start improving your connection efforts with Call Center Scheduler today. To find out more, contact your local Experian sales representative or call 888 414 1120.

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12/02 1224/2565

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