NOETICA'S PATENTED SCRIPT AWARE PREDICTIVE DIALLER

SMARTBOUND™

Noetica.

Noetica's SmartBound™ dialler provides unique, worldwide patent protected technology (UK Patent No: GB2385487) which guarantees consistent high performance even when teams become quite small (5-6 agents).

The idea behind this original technology is simple. Most (if not all) diallers on the market base their predictive algorithm on mathematical models which consider various factors. One of the most important such factors is the Average Call Duration. This is calculated per list, of course, as different dialling lists will have different averages. The algorithms would then start preparing to dial for each agent as they approach this "magic" number of seconds/ minutes.

The problem with this methodology is that the Average Call Duration is a probabilistic concept. The fact that the for a specific list it may be say 5 minutes, does not mean that most calls are 5 minutes long. It is much more likely to mean that about half of the calls are 10 seconds long and the other half are just over 10 minutes long. Now, when the number of agents is large (say over 25), this has little impact on the dialler as the probability effect causes all variations to average out. The problem with probability is that it only works for large numbers.
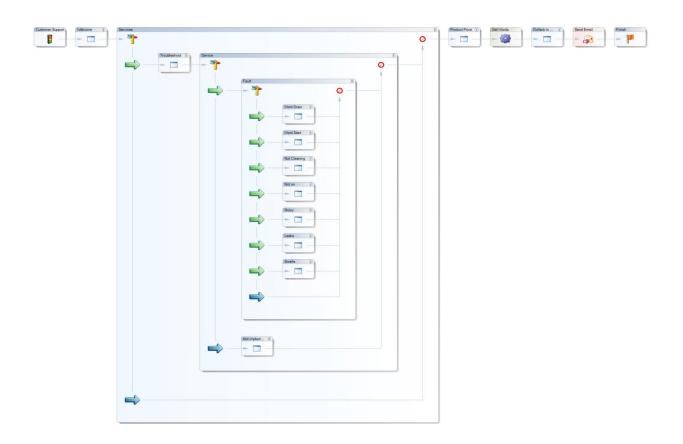
The fact that tossing a coin 1 million times will certainly result in roughly 500,000 tails and a similar number of heads has no effect whatsoever over the result of the next coin toss. All it means is that there is a 50-50 chance that it would be either heads or tails.

The Noetica SmartBound™ dialler algorithm includes a patented refinement which capitalizes on the advanced integrated call scripting technology that is included with our product offering. The visually designed scripted apps keep track of the average time it normally takes an agent to complete a call from each one of the screens in the app. So instead of working only with average call durations, the Noetica scripted apps inform the dialler of each agent's position within the scripted app and their movements within these apps.

Therefore, the dialler can base its decisions with respect to the amount of numbers to dial by considering the dynamic propensity of each agent to complete their current call in relation to their position in the scripted app.

Such scripted apps are visually designed (typically by non-technical operational staff) and act as the logical framework for each type of call. These apps can invoke or embed external applications such as CRM, accounts, product databases and so on as well as interact with web services across local or SmartBound™ Script Aware Predictive Dialler wide area networks as well as the open internet. Generally, they provide a single user interface for agents unifying the various systems that they need to interact with during the course of a call.

This means that the Noetica SmartBound™ dialler can be much more precise in its predictions when teams are smaller (as low as 5-6 agents) and is less dependent on probabilistic factors which, as explained above, tend to become useless as the sizes of teams drop down to a handful of agents. The benefits of being able to utilize predictive dialling in smaller teams are significant as the technology is proven to double agent productivity over the long term.

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