



## Comparison of Different Types of Dialers

### Predictive Dialers

**Predictive Dialers** call telephone lists on multiple lines at the same time while live agents wait for a human connection. The Predictive Dialer “listens” to determine if the phone is answered by a person or by an answering machine/voice mail. If answered by a person, it beeps in an agent’s ear and pops up information about that person on the agent’s screen. Predictive dialers typically have more advanced features and are more complex. This can be good or bad depending on your needs. ACD (automatic call distribution) can be configured for features such as skills based routing to favor your most effective agents.

**Conclusion:** You get more calls with a Predictive Dialer than other live agent dialers, which can be great for cold calling purposes or large quantities. However, there are many more hang ups and dropped calls.

### Click Dialers

**Click Dialers** are used by live agents to call telephone numbers that are displayed on web sites, emails, and documents on computers. When using **Cricket Pro Click Dialer** to make a call, the agent uses his/her mouse to highlight a phone number then clicks the mouse. That number is dialed immediately. If someone answers live, the agent hears them and can speak immediately. If the agent reaches an answering machine or voicemail, he/she can just click a button to leave a pre-recorded message and then move on to another call while that message is playing.

If using **Koala Cloud Call Center**, the agent just clicks a telephone number on his/her cloud-based LeadMaster CRM to dial that number. If someone answers live, the agent hears them and can speak immediately. If the agent reaches an answering machine or voicemail, he/she can just click a button to leave a pre-recorded message and then move on to another call while that message is playing.

**Conclusion:** Click Dialers are not best for calling lists one number after the other, but they can save lots of time when you need to call numbers on emails, websites, or online cloud-based CRMs.

### Power Dialers

**Power Dialers** are used by live agents to call telephone lists, one number instantly after the other. If a number is busy, disconnected, or no answer, the Power Dialer immediately moves to the next call without any input from the agent. The agent will hear someone say “Hello” and can talk right away, with no delay. If the agent hears an answering machine or voicemail, he/she can either make one mouse click to hang up and instantly move to the next call or he/she can wait for the greeting to play then leave a message.

The **Dolphin Pro Power Seller** is a **Progressive Power Dialer** which allows even more efficiency. An agent can personalize a pre-recorded message by saying, for example “Hello, Michael”, then clicking a button to begin playing his/her message “This is John Smith with ABC Company. I’m sorry I missed you. I would like to tell you about.....” As soon as the button is clicked, the message begins playing but the agent is instantly zoomed off to the next call while that message is playing on the first line. If the second line reaches someone, they can talk, but if another answering machine is reached, the agent can perform the same personalization of his/her pre-recorded message and move on to the third line, while lines 1 and 2 are still playing the recordings. (There is no limit to the number of lines being used with the Dolphin.) **Conclusion:** Using a Progressive Power Dialer is the best solution for most users because it calls lists very fast, there are no dropped calls, there are no delays where the person called is saying “Hello...hello?”, and multiple calls can be made simultaneously talking and/or leaving messages. In addition, a person who receives a message on their answering machine or voicemail is more likely to listen to it when it has been personalized with their name.



## Auto Dialers

**Auto Dialers** (also known as a Robo Dialing or Voice Broadcasting) call lists of telephone numbers without a live agent. A pre-recorded message begins playing after a human answers the phone or after an answering machine/voicemail delivers its greeting. Auto Dialers can deliver a simple message then hang up and go to the next call, or they can ask questions requiring either voice or touchtone responses. In addition, they can ask the person called if they wish to transfer to speak to a live person. Auto Dialers can call from one to thousands of phone numbers simultaneously. Auto Dialers are no longer legal in the USA if used to call consumers to sell products and services (with some exceptions). They are primarily used now for relaying information, reminders, and alerts.

**Conclusion:** Auto Dialers are not a good option any more for sales due to stringent laws and also to the fact that most people hang up on them when they realize they are hearing an automated sales message.

## In the Market for Dialer or Call Center Software?

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