



LIVEVOX

LiveVox Human Call Initiator®: Maximizing Productivity Over 10-Digit Manual Dialing, Regardless Of Where Agents Are Working



87% of consumers say they ignore phone calls from unknown numbers “often” or “very often”.¹

THE OUTBOUND END OF THE LINE IS NOT AN EASY PLACE TO BE THESE DAYS.

Compliance rules such as the TCPA have fundamentally changed the game, eliminating predictive dialers for unconsented cell phones and enabling easy revocation of consent. Those regulations have also led to a rise in both fines and litigation, meaning that organizations who ignore compliance issues do so at their own ever-increasing peril. At the same time, consumers of all ages are cutting the cord. Shifting to newer technology has also massively shifted consumers’ relationship with their phones — most notably in the widespread adoption of call screening.

As regional and mid-sized financial institutions jockey for position in a consolidating marketplace, efficiency and productivity become key differentiators between success or failure to thrive. For many organizations, though, achieving their best results in the face of the current conditions is complicated by:

Confusion around compliance. Uncertainty about what the rules are and how to adapt is widespread, although reactions vary. Some companies freeze, choosing to do no outbound calling for fear of running afoul of regulations. Others forge blindly ahead, rolling the dice on getting fined or sued. Neither of these options is a positive choice, and both will impact your bottom line either through lost revenue or legal costs.

Loss of productivity. With the new rules, loss of productivity is nearly inevitable in terms of both work and revenue output. If you stop calling entirely, your numbers fall. If you follow the new rules but keep the same amount of staffing, your efficiency is seriously compromised. You can add more labor to try producing the same call volume, but that’s a huge increase in operating expense. And should you get

caught ignoring the rules, time and other resources will be siphoned from other areas to deal with legal ramifications.

Siloed solutions. Sales, marketing, and collections all need strategies. But if they operate on different platforms, you can’t flatten that strategy across the platform. And because one platform could be calling a cell phone while another has the same consumer’s home phone cued up, it’s possible for even careful companies to incur violations.

With so much at stake, it’s no wonder many organizations have put themselves — and their productivity — on hold. But what if you could significantly mitigate regulatory risk without sacrificing operational efficiency, and maximize outbound conversations to boost your bottom line?

Communication tools from LiveVox **reduce friction, eliminate silos, and offer 24x7 response options** — allowing you to deliver pleasing, “always on” customer engagement that sets your employees and your business up for success.



The number of Federal Telephone Consumer Protection Act lawsuits filed has increased **1,279%** over the last decade.²

Battle-Tested Industry Innovation

LiveVox HCI® was purpose-built to increase productivity and mitigate risk. Through ongoing investments in both technology and legal ecosystems, LiveVox has created a product that's unlike anything else on the market — in terms of both its technological innovation and ability to withstand legal challenges. By partnering with LiveVox, you have the opportunity to:

Open new revenue opportunities that are easier to manage: When calls lack consent, they can be complicated and risky to dial. LiveVox HCI® enables you to confidently dial unconsented calls more productively, opening new opportunities for increased revenue.

Reduce risk without compromising productivity: LiveVox's HCI® platform was purpose-built to enable maximum agent performance while balancing regulatory risk — and is backed up by a formidable legal track record.

¹ <https://martechtoday.com/dont-call-me-nearly-90-of-customers-wont-answer-the-phone-anymore-study-234979>

² <https://www.inquirer.com/philly/business/robocall-lawsuits-verizon-citibank-andrew-perrong-20181102.html>

Rely on innovative yet battle-tested technology:

HCI® from LiveVox has repeatedly proven itself over the past few years, establishing it as the industry standard for outbound calling success in both the marketplace and in the federal courts.

Enjoy proactive expertise and protection:

HCI® was created in response to a changing regulatory environment. We actively invest in monitoring regulatory and legal developments to provide peace of mind to our customers.

Conclusion

Whether the focus is on origination, servicing, or collections, LiveVox HCI® is simply the most productive way of running your outbound calling, because it maximizes efficiency while keeping compliance in mind. It's more efficient to reach people on their cellphones. It's more efficient to reduce call center costs. And it's more efficient to mitigate compliance risks. In an industry rife with commodities, LiveVox HCI® and its proven track record offer call centers a unique product. It's been embraced by legions of savvy, loyal customers who are keenly aware of the challenging realities facing their businesses — and were determined to overcome them. Are you ready to do the same?