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Customize the outbound campaigns through Predictive, progressive and preview modes by [John Smith](#)

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The bespoke campaigns taken up by the outbound call centers aim at a proper lead generation and they aim at heightening the sale of the products and the services that they render to the customers. The techniques that they undertake are efficient, effective and precise.

The outbound calling campaigns try to make a proper survey of the customers to whom they are catering the service. They try to estimate the buying capacity and the financial stability of the customers. They make sure that they locate the right customer to heighten the sale and earn the revenue from both the new and the existing customer. They try to convince the customers they call and turn them into prospective buyers.

They carry the campaigns successfully by undertaking some of the telemarketing dialing techniques that helps the callers to reach the customers faster in no time and with efficiency. Most of the dialing techniques that are undertaken by the outbound call centers render automated services. Among all the techniques, the preview, predictive and the progressive dialing modes are the one that customizes the campaigns that the client preaches.

1. Predictive dialer method

This automated process allows the system to make the calls in a line and the the calls get connected at a random after the previous call ends. However the rate of dialing and to make sure when to make the next call to the customer is decided by a pre-installed algorithm or the application that monitors the calls, one ending and then to start the next one. But there might be an issue when the call center resort to this calling technique as the call might get attended by the customer when there is no caller to continue the interaction. This affects the calling process and becomes a bad call.

2. The preview dialing method

To be very specific this much dependable and maintains a systematic approach while making the calls. The caller gathers and educates themselves about the customers that they are going to call. They are rendered, as from the database, sufficient information on the customer. The callers get time before making the call to know his prospect better.

This method makes the call center do the complex calls like collecting the debt or trying to make the customer understand a complex plan.

3. Progressive dialing method

Progressive calls are like the predictive dialing method but the callers do not face the risk of facing the abandoned calls, silent calls from the customers end. They make sure that they get to know the detail of the customer and understand the prospect well before making the call. Moreover, this is the method that undergoes a quality monitoring and is followed by most of the efficient outbound call centers.

Callers do not waste their time waiting for the customer to answer the phone but finally goes unanswered. Here the call gets disconnected after some time and the caller can move on to next

call. The calls need no manual dialing but they are connected automatically. Most of the outbound call centers are opting for this method for its growing efficiency at an effective cost.

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The outbound a [call center](#) is the perfect place to carry the a [outbound calling campaigns](#) through the telemarketing dialing techniques.

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