

CALL CENTER IMPLEMENTATION



DECIBEL
— ADVERTISING —



CALL CENTER IMPLEMENTATION

ABOUT US



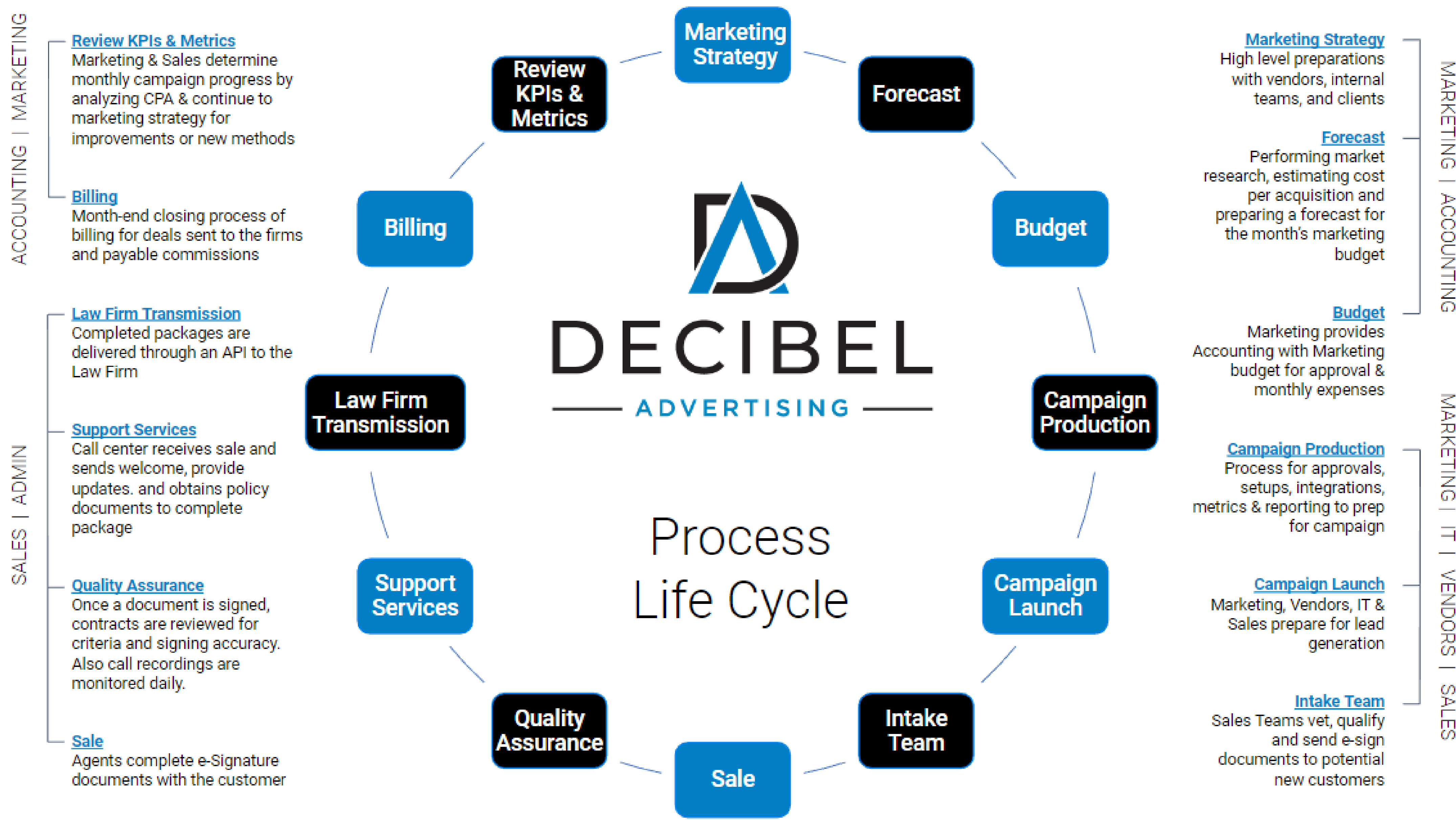
DECIBEL

— ADVERTISING —

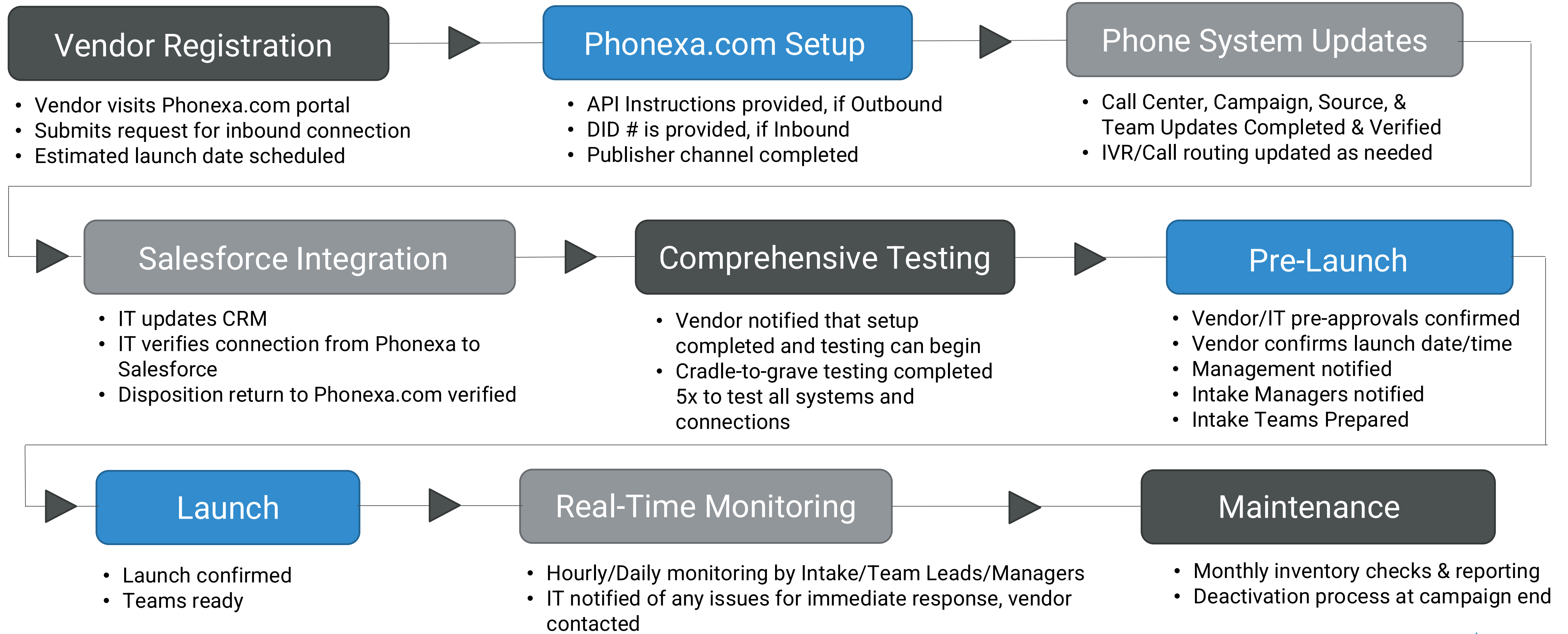
Decibel Advertising is the premiere ad agency for generating Mass Tort client leads for US law firms.

With decades of law firm marketing experience, we are industry experts at using digital and traditional media to generate hundreds of thousands of high-quality Mass Tort client leads for law firms.

We custom tailor our marketing and advertising to get more high-quality clients, faster and easier than ever imagined.



VENDOR CAMPAIGN SOURCE CONNECTIVITY FLOW CHART





THE BASICS FOR IMPLEMENTATION

OUR MINIMUM CALL CENTER REQUIREMENTS



Salesforce Integration

Comprehensive Phone/CRM integrations with Salesforce and Phonexa (Inbound Call Routing)



Call Recordings

Backups of All Call Recordings, & Record Accessibility by QA/Admin/Management



Call Logs

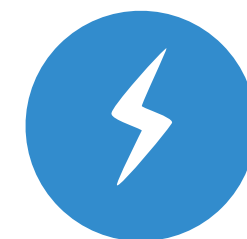
Accessibility of Call Log Activity Preferably Connected by API with Salesforce

(Call To, Related To, Call Type, Call Status, Start Time, Duration, Agent, Caller ID, Dialed Number, Number of Times Called, etc.)



Rapid Tech Turnaround

Dedicated and Fast Turnaround Times for New Law Firms, Campaigns, Lead Sources, Users, Reporting, or System Launches



Reporting & Analytics

Lead, Agent, Team, Quality Assurance and Campaign Performance & Activity Report Accessibility, Real-Time Dashboards



Cadences & Nurturing

Agent Availability Distribution, Call Cadences and Schedules, Lead Reassignments, Call/SMS Nurturing Programs



On-Call Features

Hot/Warm/Cold Call Transfers to 3rd Parties, Call Listening, Scheduled Callbacks & Agent Assignment on Scheduled Callback



Compliance

Call Center Compliance with Federal and State Laws, TCPA, HIPAA

CALL CENTER IMPLEMENTATION

ORGANIZATION TALK POINTS



Business Information

Legal Name/DBA, Business Entity Type, Registration Info, DUNS #, Website, Business Address



Hours of Operation

Business Hours, After-Hours and After-Hours Handling



Timezones & Holidays

Agent Outbound Dialing Restrictions by Timezones & State Compliance with Non-Calling Holidays



Registration & Caller ID

Caller ID Displayed, Business Registration Handling, Reputation/Spam Monitoring, Compliance



User Accounts

Agent Names, Usernames, Email, Agent DID numbers, Timezones, Group(s), Designated Skill Levels or Priorities



Groups, Skills & Priorities

Campaign (Team) Groups, Ring Groups, Agent Skill or Priority-Based Settings



Administrators & Managers

System Access, Permissions Allowed, Change Requests, User Support, Maintenance



Minimum Technology Requirements

Remote Agent Minimum Technology Required to Run Phone Software



A man with short dark hair and glasses is shown in profile, wearing a black headset with a microphone. He is smiling and looking at a computer monitor. The background is a blurred office environment with other monitors and desks. The overall tone is professional and positive.

INBOUND CALL ROUTING

CALL CENTER IMPLEMENTATION

INBOUND TALK POINTS



Phonexa & Marketing Setups

Decibel utilizes Phonexa.com as a mandatory filtering system for all incoming leads and inbound calls. All vendors connect via Phonexa where API or DID numbers are provided for their sources, then appropriately routed as needed. Phonexa.com provides comprehensive marketing reporting and connects directly with our Salesforce. Also has litigator scrubbing, IP/Email/Phone Verification features.



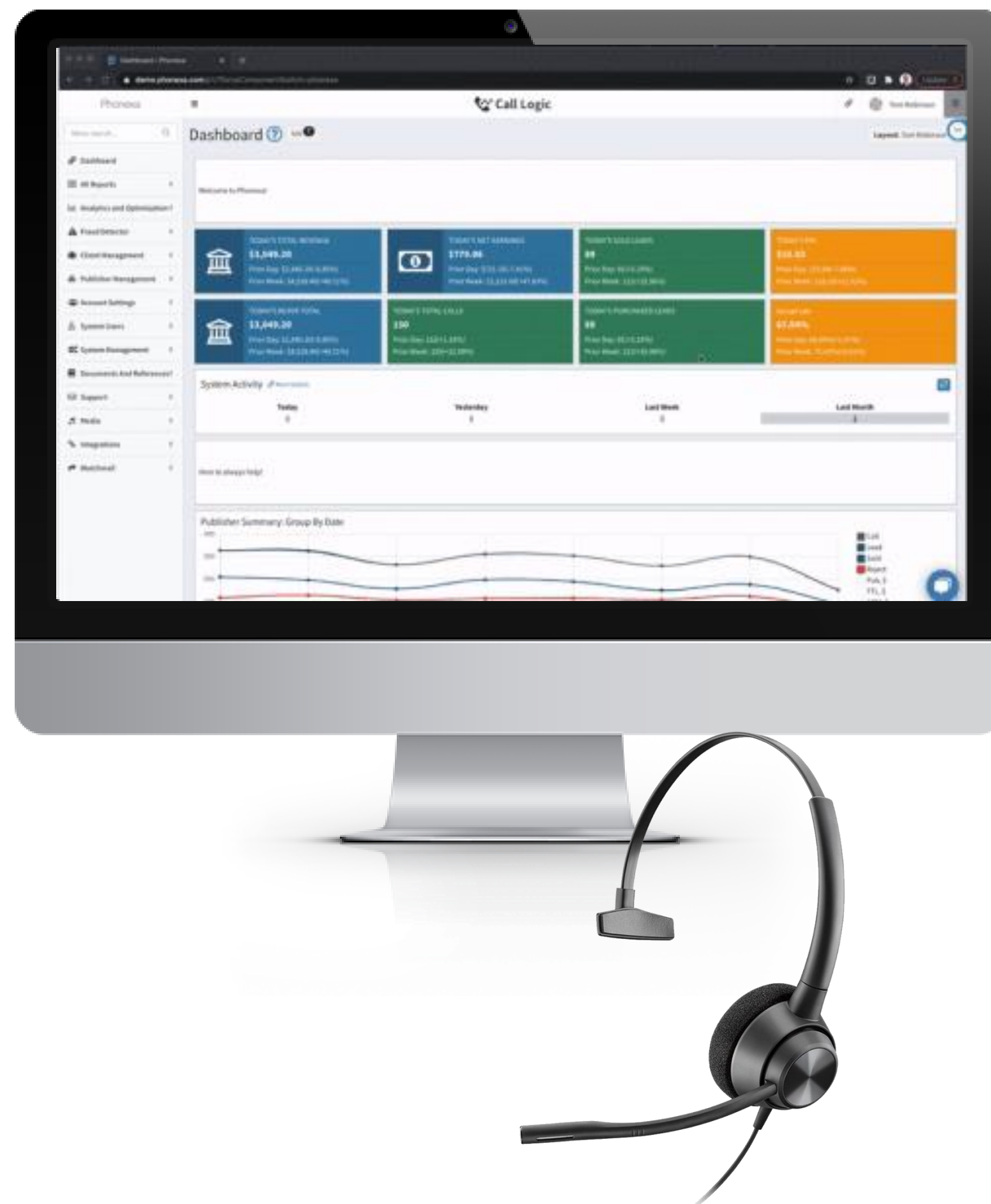
IVR & Call Routing

Working hours and after hours IVR scripts will need to be recorded in our legal files. Also need to discuss hold music, spanish and on-hold callback options. Basic Call Routing utilizing Phonexa and how the call flows between call centers.



Lead Distribution/ARR

Lead distribution during call routing utilizing Availability Round Robin (ARR) or similar technique. Setting priorities, skills, or group designations based on available agents and returning leads back to a "pool" if unassigned.



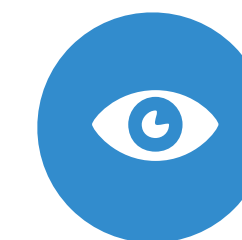
Call Cadences

Call cadences for follow-up dispositions, abandons, agent or system call errors, and missed calls.



Real-Time Monitoring

Intake manager and team leader dashboards and analytics to monitor campaign performance and agent activity in real-time to make daily course corrections as required.



Quality Assurance

Intake manager, team leader, and quality assurance members ability to listen to call recordings and collaborate with agents. Listening to live calls, private messaging, and whispering would be a major plus.



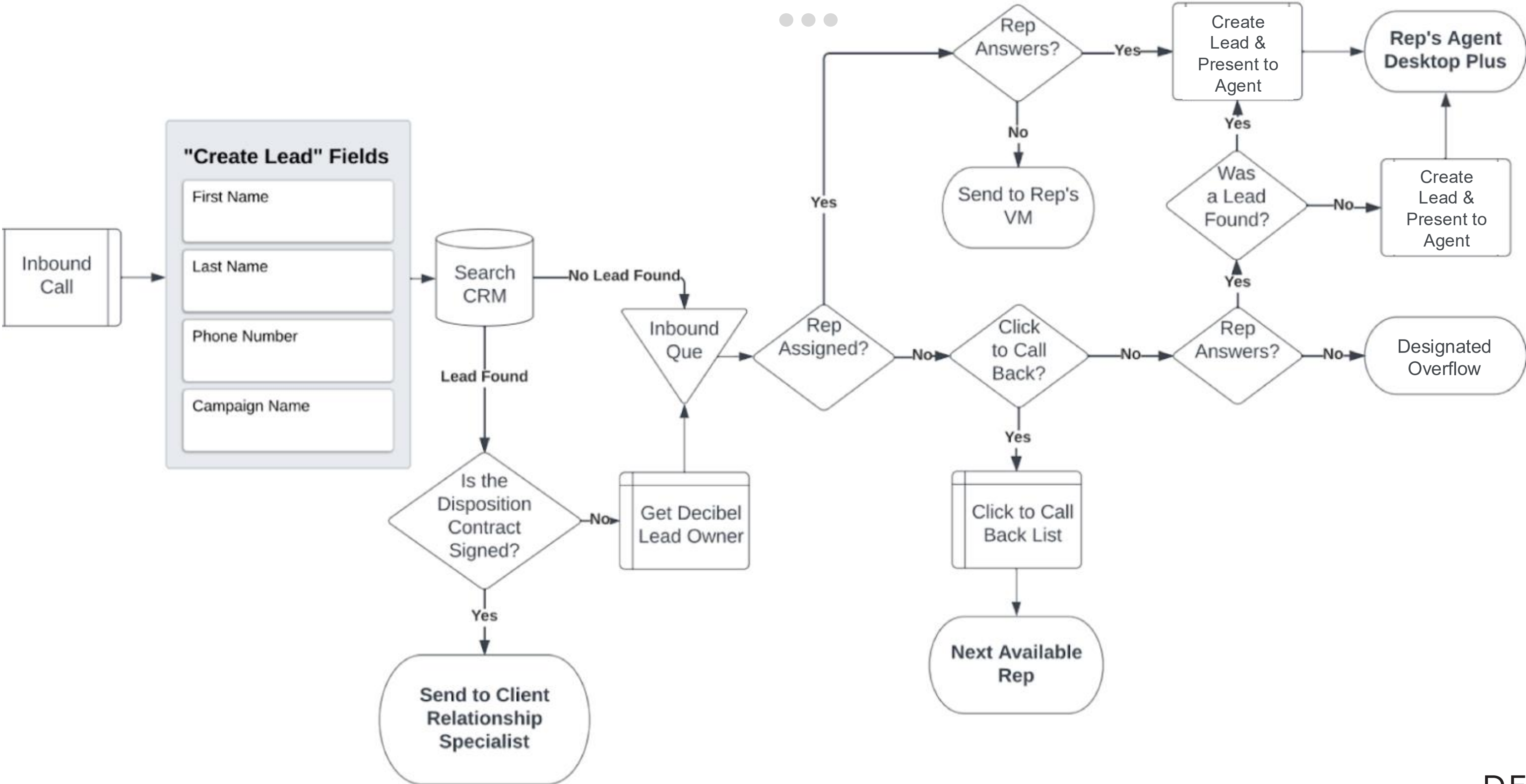
Inbound Takes Priority

Inbound calls take priority over any outbound dialing



CALL CENTER IMPLEMENTATION

INBOUND FLOW CHART



A close-up, side-profile shot of a woman wearing a black headset with a microphone. She is holding the microphone with her right hand, which has a ring on the ring finger. The background is blurred, showing what appears to be a computer monitor and keyboard. The overall tone is professional and focused.

OUTBOUND

DIALING

CALL CENTER IMPLEMENTATION

OUTBOUND TALK POINTS

No Ownership Unconverted Model

In a no ownership unconverted model, agents are not assigned a lead until that lead is converted to an opportunity or a callback is officially scheduled. This will allow rotation within a calling cadence for available agents from a designated “pool” of active leads.

Call Lists/Queues

Calling lists should always be based on the created date & time, call cadence, and last attempt. The calling queues should be scheduled to call the newest lead first then flow to the next older lead and so on based on the call cadence provided. Inbound calls or scheduled callbacks would take priority over outbound calling lists based on agent availability.

Power Dialing/Background Dialing

With our prior phone system, there were multiple power dialing options that allowed for background dialing (typically 2-3 dialing in background) and automatic system dispositioning based on voicemail or inability to connect.

Spam/Reputation Monitoring

Combatting spam/scam likely and increasing connection rates between carriers

Call Cadences

New leads should be dialed within the first 5 minutes of them entering the system as a new lead. There is typically 2-3 attempts for the first few days. Call cadences will be provided and based on created date & time, attempt and/or disposition.

Callbacks

Agents should have the ability to schedule a callback after speaking to a PNC. There should also be direct numbers available for each agent that they can provide to a PNC to get directly to their line or voicemail.

Quality Assurance

Intake manager, team leader, and quality assurance members ability to listen to call recordings and collaborate with agents. Listening to live calls, private messaging, and whispering would be a major plus.

Real-Time Monitoring

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SAMPLE CALL CADENCES

DAY	ATTEMPTS
0-2	2-3 calls/texts
Day 6	1-2 calls/texts
Day 13	1-2 calls/texts
Day 29	1 call/text (final attempt)

SAMPLE TEXT SCRIPTS	
1 ST Attempt	Hi this is [agent name], I'm following up on your recent inquiry about getting the most in compensation for your storm damages. Please call or text me back at this number, I look forward to talking with you.
2 nd Attempt	Hi this is [agent name], again, just making sure I reach back out to you regarding your inquiry for storm damages. If your property was affected, I'd love to share the ways we're helping people maximize their insurance claims and get their homes repaired. Give me a call or send a text when you have a moment. Thanks and look forward to talking with you.
3 rd Attempt	Hi, this is [agent name], if you have time, please call me to learn more about your rights & options for your insurance claim. Look forward to talking with you.



REPORTING & ANALYTICS

CALL CENTER IMPLEMENTATION

DASHBOARD REPORTING NEEDS



Leads

- * Total Unassigned Leads
- * Unassigned Leads by Attempt
- * Assigned Leads by Rep
- * Assigned Leads by Attempts
- * Leads by Source
- * Total Leads In

Agents

- * Agent Activity KPIs (Dialed, Handled, Missed, Declined, Login Activity, etc.)
- * Total Outbound Dials
- * Total Pitched Calls
- * Connection Rate %
- * Contact Rate %
- * Pitch to Close %
- * Closing %

Campaigns

- * Call Log Activity (By Source, Start Time, Duration, Type, Purpose, Outcome, etc.)
- * Calls by Source
- * Calls by Campaign/DID Signed by Rep, Source, & Campaign
- * Closing %
- * Abandon Rate %

Heatmaps

- * Most Active Calling Times
- * Most Active Pitch Times
- * Most Active Signing Times
- * Most Active Agents

Quality Assurance

- * Agent Activity KPIs (Dialed, Handled, Missed, Declined, Login Activity, etc.)
- * Total Outbound Dials
- * Total Pitched Calls
- * Connection Rate %
- * Contact Rate %



COMPLIANCE & LEGAL

CALL CENTER IMPLEMENTATION

COMPLIANCE TALK POINTS



Legal Filing & Records

It is Decibel policy that all marketing and telemarketing scripts, advertising assets, call cadences, recordings, call logs, and other pertinent legal documents be filed. Decibel could present requested information to the law firms as required at any time, especially in accordance with a legal complaint or potential litigation. All vendors and third-party service providers must provide copies of requested information for attorney review and stored in Decibel's legal files.



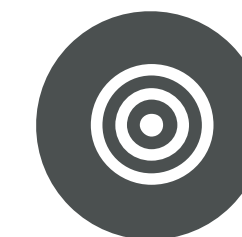
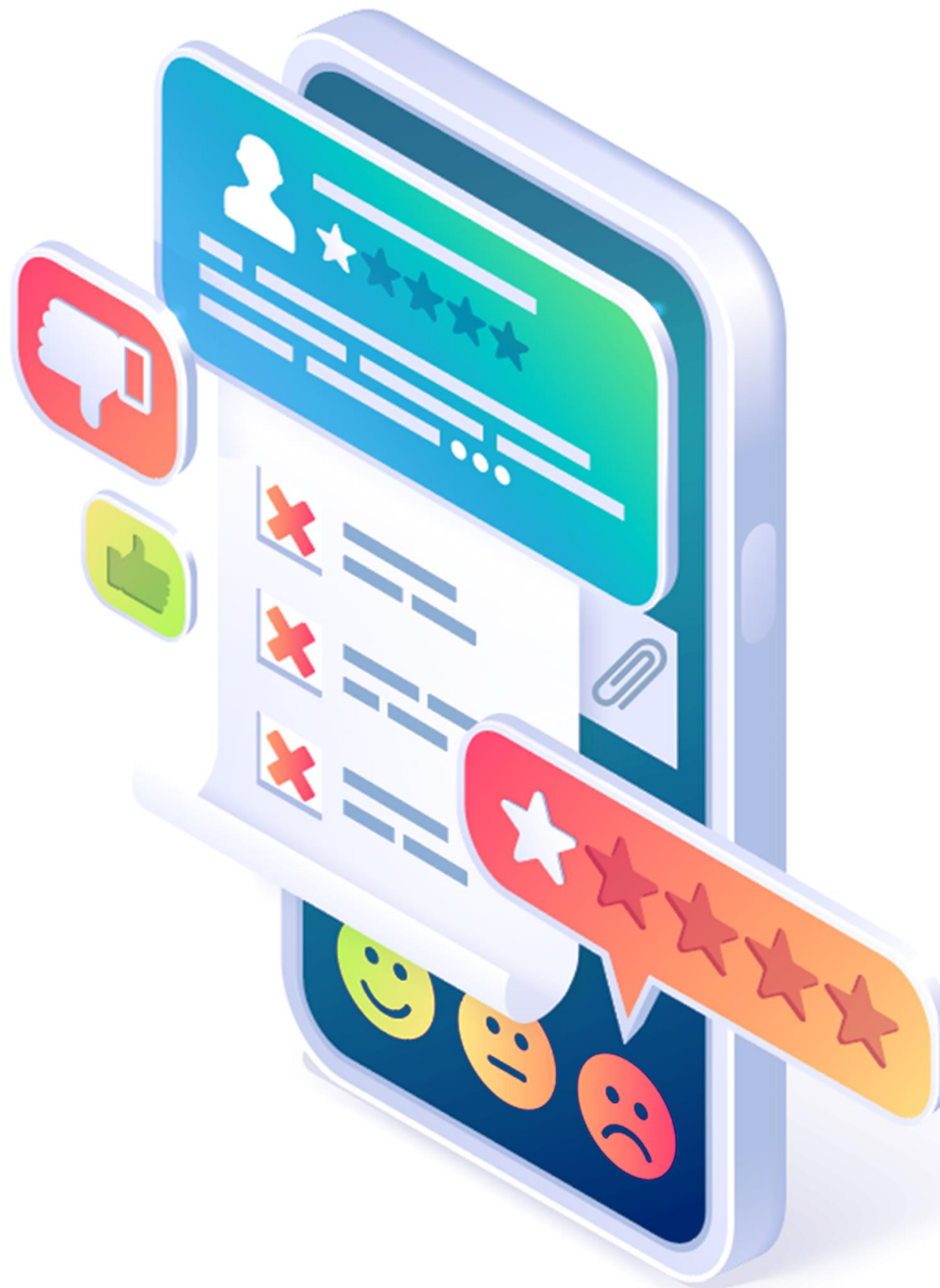
Attorney Reviews

When assets are submitted, Decibel's attorney reviews for legal compliance, submit for approvals, and offer suggested revisions where required. This ensures our marketing/telemarketing standards are compliant.



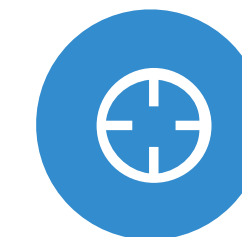
TCPA Complaints/Litigation

We represent firms and if/when a complaint is filed for TCPA violations, we must provide accurate call log activity, call recordings, and source information for designated attorneys to take action. We will need to be able to present information at any time.



Litigator Scrubbing

Defending against serial plaintiffs and "lawsuit mill" litigators who target and entrap companies for TCPA violations.



Data Validation Tools

Phonexa integrates data validation services including identity verification, IP analysis, US zip code and email address validation.



DNC Lists

Do Not Call lists are matched and filtered through Phonexa.com and end any contact with a requestor.



Quality Assurance

All completed intake is reviewed for criteria, completion, and accuracy. Calls and recordings are monitored and approved for proper intake performance or returned for necessary corrections.